

**USHAWISHI KATIKA NYIMBO ZA KAMPENI ZA JAMII YA WACHUKA KATIKA  
KAUNTI YA THARAKA NITHI, KENYA**

**ONESMUS GITONGA NTIBA**

**TASNIFU HII IMEWASILISHWA KUTOSHELEZA MAHITAJI YA  
SHAHADA YA UZAMIFU (PhD) KATIKA KISWAHILI YA  
CHUO KIKUU CHA MOUNT KENYA**

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## IKISIRI

Tasnifu hii inahusu uhakiki wa usemi wa nyimbo za kampeni za jamii ya Wachuka katika kaunti ya Tharaka Nithi. Nyimbo za kampeni ambazo tumezingatia ni zile zilizokuwa zinaimbwa kati ya 1992-2013. Wachuka ni mojawapo wa makundi ya Wameru wanaozungumza lahaja ya Kichuka. Katika utafiti huu, tumelenga kuangazia jinsi ushawishi wa kisiasa umejengwa kupitia vipashio mbalimbali vya lugha, ujumbe na mitindo anuwai katika nyimbo hizi. Kufanikisha shughuli hii, tumezingatia mtindo changamano unaojumlisha mihimili kutoka Nadharia ya Uchanganuzi Usemi Hakiki na Nadharia ya Umitindo. Data ambayo tumeshughulikia katika utafiti huu tuliipata nyanjani katika tarafa za Chuka, Magumoni na Igambang'ombe katika Kaunti ya Tharaka Nithi. Data hii tuliipata kupitia aina ya rununu iliyokuwa na uwezo wa kupiga picha na kunasa nyimbo tulizokuwa tunaimbiwa na wahojiwa. Kwanza, nyimbo hizi ziliandikwa kwa Kichuka kisha kutafsiriwa kwa Kiswahili. Mwishowe, nyimbo hizi zimechanganuliwa tukifuatilia malengo matatu yanayouongoza utafiti wetu. Nyimbo za kampeni za Kichuka huimbwa na wanawake na wanaume. Walengwa wa nyimbo hizi huwa ni wapiga kura. Kanzi ya nyimbo hizi tulizokusanya nyanjani imehifadhiwa kwa urejelezi wa baadaye kama kiambatisho katika kurasa za mwisho za tasnifu hii. Tasnifu imepangwa katika sura tano. Sura ya kwanza ni utangulizi. Hapa tumeshughulikia usuli wa mada, malengo na maswali ya utafiti, umuhimu wake, upeo na machukulio. Katika sura ya pili, tumefanya mwauo wa maandishi yanayohusiana na mada ya utafiti. Katika sura hii, tumedhihirisha jinsi mtazamo wa kiuchangamano unaojumlisha mihimili kutoka nadharia mbili tulizotaja hapo juu ulivyofanikisha uchanganuzi na ufasiri wa data yetu. Katika sura ya nne tasnifu hii imeshughulikia uchanganuzi wa data, ufasiri wake na mdahalo unaozungukia vitafitiwa vitatu vya utafiti huu. Kabla ya kufanya hivi, tumeangazia muktadha wa kimahali, kiwakati na kiutamaduni wa nyimbo za kampeni za Kichuka. Ufasiri kamili wa data yetu ulihitaji uelewa wa makulia ya nyimbo hizi. Katika sura ya tano tumefanya mapitio ya kazi yetu kwa njia ya muhtasari. Ni katika sura hii pia tumetoa matokeo ya utafiti na mapendekezo ya utafiti wa baadaye. Utafiti wetu umefaulu kuyajibu maswali matatu tuliyolenga kushughulikia. Washikadau kama vile wanafunzi, walimu na watafiti wa masuala ya kifasihi watanufaika na matokeo ya utafiti huu. Wengine watakaonufaika ni wakuza mtalaa na wachanganuzi wa masuala ya kisiasa. Ni wasilisho la utafiti huu kuwa tasnifu hii imeliziba pengo la kiakademia lililokuwepo katika ushairi simulizi wa Kiafrika.

## ABSTRACT

In this study, the researcher did a critical analysis of the campaign songs discourse of the Chuka community in Tharaka Nithi County. The sample of the campaign songs under interrogation are historically placed within the post 1992 political scenario in Kenya. The Chuka community is one of the seven sub groups of the Ameru of Kenya in East Africa. The Chuka people speak Kichuka which is one of the dialects of the Kimeru language. The study specifically focused on political persuasion as created through discrete elements of language and styles in specific Chuka campaign songs. To handle the analysis of these songs, an eclectic approach that comprised of tenets from Critical Discourse Analysis Theory and the Stylistic Theory was employed. This study was field based. The data collected was finally transcribed and translated in Swahili language. Finally, it was analysed on the basis of the three objectives that guided this study. The Chuka campaign songs are sang by both men and women with the Chuka electorate as the potential audience. In order to preserve the songs collected, the researcher found it important to have them in the appendix in both Kichuka dialect and Swahili translation. The thesis is organized into five chapters. The first chapter which is introductory in nature focuses the introductory elements of the study such as the statement of the problem, objectives, research questions, rationale of the study, scope and the assumptions. The second chapter deals with the literature review and theoretical framework. It is in chapter three the researcher looked at the methodology employed in collecting and analyzing the data of this study. The fourth chapter deals with the analysis of the Kichuka campaign songs at the levels of the language use, message therein and the styles used in passing the same to the electorate. Before focusing on the three elements, the Chuka campaign songs were contextualised. The focus was on place, time and cultural background of the Chuka campaign songs. The last chapter is the conclusion. It offers the summary of this thesis, results and suggestions for further research. The three questions set to be answered by the study were actually addressed. It is the submission of this research that discrete elements of language, message and styles in Chuka campaign songs have been artistically tailored to create persuasion. Indeed, Chuka campaign songs have been a tool through which political power has been sought or retained by the politicians in the Chuka community. The students, teachers and researchers in African oral poetry will find this work a good reference. Equally, curriculum developers and political analysts will find the results of this work useful to them. The research was successful and has filled an already existing knowledge gap in African oral poetry.