

Language Factor in Food Sustainability within Kericho (Kenya) Rural Set Up

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ABSTRACT

This paper aims to highlight the use of apt language to encourage food sustainability among residence of Kericho County, Kenya. The research aims to show the importance of songs and radio call in sections in sensitizing the community on importance of green sustainability in food production

KEYWORD: Green, food and sustainability

How to cite this paper: Kirui Stella Chelangat "Language Factor in Food Sustainability within Kericho (Kenya) Rural Set Up" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-5 | Issue-1, December 2020, pp.1042-1043, URL: www.ijtsrd.com/papers/ijtsrd38092.pdf



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1.1. Statement of the problem

Many communities have turned into conventional farming oblivious of the dangers they expose to the consumers of the product. Conventional farming makes use of synthetic chemicals, fertilizers, pesticides, herbicides and other continual inputs genetically modified organisms. Most of the land within Kericho county is taken up by tea growing hence little land is left for the much needed food production.

1.2. Background of the study

There is need to sensitive members of the community to turn to sustainable food production. This is a method of production that uses processes and systems which are non-polluting and also conserves non-renewable energy and other natural resources. They are methods that are economically efficient, safe for workers and consumers. These are methods that do not compromise the needs of future generation. Organic farming relies on natural principles like biodiversity and composting instead chemical intervention to fight pests and weeds and provide plant nutrition. This information need to get to members of the community.

1.3. Objectives

1. To highlight the use of apt language to encourage food sustainability among residence of Kericho county
2. To highlight importance of songs in sensitizing the community on importance of green sustainability in food production.

1. Apt Language use.

Language frames are mental structures that shape the goals we seek, the plans we make, the way we act and what we count as good or bad outcome of our actions. Reframing is changing the way people think, this can be done with the use of appropriate language with the view of getting the target audience appreciate speakers point of view.

For the community to change the way they think, it requires a change in the way they are given information. The locals are used to food production that uses conventional ways due to the need to produce in large amounts and in a short duration. This type of production has negative effect on the consumers and the environment.

2. Theoretical framework

2.1. Ethnography of communication theory

This theory analyses communication within the wider context of the social and cultural practices and beliefs of the members of a speech community.

Hymes Ethnography

Hymes developed a framework for the analysis of speech event within its cultural context. The model has the mnemonic SPEAKING

S-setting and scene: where the speech event is located in time and space.

P-participants: who take part in the speech?

E-ends: what the purpose of the speech event is and what its outcome is meant to be.

A- act sequence: what speech acts make up the speech, event and what order they are performed in.

K-key: The tone or manner of performance.

I-Instrumentalities: what channel or medium of communication is used?

N-Norms of interaction: what the rules are for producing and interpreting speech acts.

G- genres: what type does a speech event belong to interview, gossips.

This theory is appropriate to this study as it takes into consideration the context of both the speaker and the listener. Ethnography of speaking analyses communication within the wider context of the social and cultural practices and beliefs of the members of a particular speech community.

3. Research design

A qualitative design with triangulation strategy was used. Focus group discussion captured views of respondents on their knowledge on sustainability. One on one interviews showed that call in programs are useful because listeners are able to ask questions and get answers directly but the main problem is the number of trained personnel on food sustainability.

4. Findings

4.1. Persuasive Language

One way of changing people's mindset on food production is through the use of persuasive language. This kind of language aims to convince people to accept a view or idea. There are different types of persuasive techniques that can be used. A few examples are as follows:

1. Flattery: This is by complimenting a listener. "A person of your social status need not use such food." Flattery recognizes a person's social status, this makes the hearer agree with the speaker's point of view because he feels appreciated.
2. Opinion: a personal viewpoint is presented authoritatively as if it's a fact. "In my view traditional vegetables are more nutritious and medicinal.

3. Hyperbole: exaggerated language used for with an aim to persuade. Using chemical fertilizers kills.
4. Imperative command: language is used to give instructions. "Use manure as fertilizer to grow health food."
5. Emotive Language: Language that makes the audience feel a particular emotion. "My pity people who spray their crops with pesticides because they are likely to get cancer"

4.2. Use of songs and call in-sessions aired over the radio.

Songs provides an appropriate means of reaching the rural community. They are not only entertaining but also informative. They have the advantage of being used over and over again. Another advantage of using songs to pass information is their memorability. Through repetition as a stylistic device information can be emphasized. Orwell (1984) notes that language becomes more powerful when understood by a wider community and that power grows when audience feel that the form of communication targets their well-being. Most songs aired are on love but language can reframe this to issues that also affect their daily lives.

Call-in sessions are a programmer format in which viewers or listener are invited to air their comments by telephone, usually for discussion. Through this platform information on food sustainability can be passed on. The program allows audience to ask questions and get answers from experts.

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