

## **Raymo lion: a musicological identity discourse of the Kenyan popular music scene**

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A number of Kenyan youth artistes in the music industry are identified with and by certain music genres. They also seem to stand for socio-philosophical and ethical ethos. This is not just revealed in the music they churn out but also in their private individual explanation of who they are. However, research findings show that quite a bunch of some other promising artistes fall off the way long before scratching much of the ground in the industry. With special reference to a young Kenyan artist in the name of RAYMO LION, this paper presents an engaging discussion of happenings and progressions in the music industry in Kenya with regard to music identity. The paper argues that there are solid identities and there are also fluid ones. Indeed some other Kenyan artists seek not to foster any identity. And so, what is the value of identity for music artistes in Kenya? In discussing this issue, this paper draws strength from empirical data which is discussed alongside that from secondary sources.

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