

# **International Research Conference On The Global Dynamics In Languages, Linguistics And Literature - 2020**

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## **Book of Abstracts**



# Contents

The Lexicographical Impact of the Covid 19 Pandemic on World Languages; A Case Study of Kalenjin Language. . . . .	1
THE PROLIFERATION OF COVID-19 ENGLISH NEOLOGISMS ON DIGITAL MEDIA IN KENYA . . . . .	1
GENDER PERSPECTIVES IN THE PRODUCTION KAMBA POPULAR MUSIC: ANALYSIS OF KALAMBYA BOYS AND KALAMBYA SISTERS . . . . .	2
MORALITY IN CONTEMPORARY KENYAN POPULAR SONGS . . . . .	2
PUBLIC HEALTH COMMUNICATION AND BEHAVIOR CHANGE: A STUDY OF COMMUNITIES'ENGAGEMENT DURING COVID-19 PANDEMIC IN KENYA. . . . .	3
Uchanganuzi wa Majina ya Wanaume katika Jamii ya Watugen . . . . .	3



1

## **The Lexicographical Impact of the Covid 19 Pandemic on World Languages; A Case Study of Kalenjin Language.**

**Author:** Vitalis Kandie<sup>1</sup>

<sup>1</sup> *Kabarak University*

**Corresponding Author:** vkkandie@kabarak.ac.ke

This study investigated the lexicographical impact of the Covid pandemic on world languages. This study was informed by the huge surge in novel expressions and new or hitherto uncommon or unknown technical terminologies which have come up in reference to the many facets of the pandemic. This study did a case study of Kalenjin language which like many other world languages lacks the necessary terminology to make reference to the novel expressions and technical terminology which come to the speakers of the language in the form of foreign terminology. The study aimed at unearthing the presence of these terminologies in Kalenjin language repertoire, this study also sought to identify the linguistic accommodation technique employed in adopting the foreign and hitherto unknown linguistic terminologies. The researcher did a survey of the Kalenjin radio and television broadcasts as first hand contact between the speakers of the language and latest information pertaining to the pandemic, the broadcast media was also chosen in that speakers of the language from all over the world and to whom the collective knowledge of the language lies are given the opportunity to make their reflections on global issues known using a language they best know. The researcher purposively collected over twenty novel terminologies and expressions related to the pandemic in English language and using a corpus linguistic analysis correlated the samples with their equivalents as rendered in Kalenjin media. Using a qualitative approach, the researcher was able to deduce the linguistic accommodation designs employed in accommodating the novel expressions and terminologies to suit the needs and interests of their audiences. This study will go a long way in documenting the dynamics of language change, a universal property of all human languages.

**Keywords:**

- accommodation
- corpus analysis
- translation techniques
- loan translation
- Coining
- borrowing

2

## **THE PROLIFERATION OF COVID-19 ENGLISH NEOLOGISMS ON DIGITAL MEDIA IN KENYA**

**Authors:** Anne Manyasi<sup>1</sup>; Josephine Khaemba<sup>1</sup>

<sup>1</sup> *Egerton University*

**Corresponding Authors:** jkhaemba762@gmail.com, anne.manyasi@gmail.com

The proliferation of COVID-19 English Neologisms on Digital Media in Kenya

Anne Manyasi, anne.manyasi@gmail.com, 0722636853

Department of Literature, Languages and Linguistics

Egerton University

Dr. Josephine Khaemba, jkhaemba76@gmail.com, 0722265757

Department of Literature Languages and Linguistics

Egerton University

**Abstract**

The current global pandemic has not only changed the lives of people globally but also caused language change. Seemingly, there is a parallel language contagion to the pandemic given that some

dictionaries have already made unscheduled updates in response to coronavirus-related vocabulary. Previous research has reported pandemics and epidemics to have given rise to certain neologisms. Given the ease with which information can be created and shared on digital media, neologism related to the coronavirus pandemic is a rich ground for research on these platforms. The study explores linguistic neologisms related to the coronavirus pandemic as used on digital media platforms in the Kenyan context. It focused on the word-formation processes as well as the meaning and effectiveness of neologisms related to the pandemic. It is a qualitative study as it describes phenomena, using data from the digital platforms and field notes. The study is informed by Pavol Štekauer's (1996, 1998, 2001b) theory of onomasiology. Data from the study is coded then presented using tables and discussions. The study provides a synchronic account of COVID-19 neologisms and is useful to linguists and scholars of language change. The findings reveal that the contagion has caused an upsurge of new English words, phrases, acronyms and abbreviations as evidenced by their use on digital platforms and offline discussions. The new words are chiefly nouns and adjectives and are of medical background. This paper, therefore, argues that there are multiple neologisms that are currently in use as a result of the coronavirus pandemic or 'the new normal.'

KEY WORDS: neologism, coronavirus, COVID-19, contagion, language change.

3

## **GENDER PERSPECTIVES IN THE PRODUCTION KAMBA POPULAR MUSIC: ANALYSIS OF KALAMBYA BOYS AND KALAMBYA SISTERS**

**Author:** Diana Diana Munyao M. <sup>1</sup>

<sup>1</sup> *Kabarak University*

**Corresponding Author:** [dmunyao@kabarak.ac.ke](mailto:dmunyao@kabarak.ac.ke)

As in other Kenyan communities, popular music among the Kamba has been one of the sites in which contemporary experiences and identity relations are expressed, contested and even reconstructed. This paper discusses the findings of an ethnographic study of Kalambya Boys and Kalambya Sisters": bands that were popular in the eighties and whose songs still widely circulate and are performed by other bands in the Kamba community. The focus is on how gender relations are manifested in the production and existence of the Kamba popular music band. The importance of taking into account the social and cultural context in which Kamba popular music is explained with evidence from ethnographic study indicating how gender relations and identity construction are played out in the organization and performance of the popular music band.

Key words: Gender, Ethnography, Popular

4

## **MORALITY IN CONTEMPORARY KENYAN POPULAR SONGS**

**Author:** Diana Munyao<sup>1</sup>

<sup>1</sup> *Kabarak*

**Corresponding Author:** [dmunyao@kabarak.ac.ke](mailto:dmunyao@kabarak.ac.ke)

Abstract

This paper interrogates the role in which popular songs plays in the transmission and popularization of (im) morality in Kenyan Society. The paper attempts an analysis of selected popular songs in an attempt to identify the moral lessons therein. The paper further urges that those songs that are considered immoral in fact serve to highlight the expected form of morality which is based on religious ethical values. The structural and stylistical strategies employed by the artists will form the basis of analysis. In addition, aspects of language use in the lyrics will form an important component

of investigation. The paper makes the assumption that the construction of the musical compositions are meant to serve a purpose and in this case, the aim is to transmit lessons in morality. The selection of songs analyzed is limited to those in two ethnic languages namely Kamba and Kalenjin and a few in Swahili. The paper concludes that music has been used to transmit desirable moral principles while at the same time castigating the desirable ones.

Key words: Popular, Culture, contemporary, songs.

5

## **PUBLIC HEALTH COMMUNICATION AND BEHAVIOR CHANGE: A STUDY OF COMMUNITIES' ENGAGEMENT DURING COVID-19 PANDEMIC IN KENYA.**

**Author:** Virginia Mutei<sup>1</sup>

<sup>1</sup> *University of Eldoret*

**Corresponding Author:** vmutheu@gmail.com

COVID-19 is a global pandemic impacting negatively on global societies. The pandemic has touched almost all facets of human life. It is therefore critical that governments find preventive and curative solutions to this disease. Communities play a key role in the mitigation processes being put in place. This study aims at investigating communities' perceptions on public health communication for behavior change among vulnerable communities. The specific research questions are; How are communities in pandemic situation communicated to, what type of messages are communicated to them, how do communities perceive public health communication on covid-19 and what communication challenges communities are facing in pandemic situation. The study adopted a social constructivist-interpretive philosophical worldview and a qualitative-case study design. The target population comprised of ministry of health representatives, communities' elders (both men and women), men and women, public health officials, doctors, nurses, youth and youth leaders, media representatives. A sample size of 100 participants was selected. Purposive, quota and random sampling techniques was used. Data generation techniques were in-depth interviews, focus group discussions, observation and document analysis. Data were analyzed thematically. Key findings indicate that communities' perceived public health communication as having empowered communities in understanding the pandemic and preventive measures though economic and social challenges were being experienced in implementation of the government directives. Community gatekeepers as a key communication media should be widely used among other media strategies key messages were; washing hands, wearing masks and social distancing. The study will inform further research in communication studies specifically, development Communication and health communication in dealing with vulnerable communities. It also provides a framework for understanding communication needs in pandemic situations in similar contexts.

Key words: Communication, pandemic, Behavior change

6

## **Uchanganuzi wa Majina ya Wanaume katika Jamii ya Watugen**

**Author:** DAVE BOWEN<sup>1</sup>

<sup>1</sup> *KABARAK UNIVERSITY*

**Corresponding Author:** tbowenza@yahoo.com

Utafiti huu ulilenga kuchambua majina ya wanaume miongoni mwa wanajamii wa jamii ya Watugen kutoka eneo la Kaunti ya Baringo nchini Kenya, Afrika Mashariki. Japokuwa majina ya kipekee

hujumuisha majina ya Mito, milima, vijiji, miji, wat una nchi, utafiti huu ulishughulikia majina ya wanaume pekee. Makala hii ina vijishehemu zifuatazo: Maelezo mafupi kuhusu jamii ya Watugen, utamaduni wa kupeana majina, sherehe za kupeana majina, Uusanyaji data, majina ya wanaume na maana zao na hitimisho. Utafiti huu uliongozwa na nadharia ya simiotiki. Nadharia ya simiotiki hushikilia kwamba kila ishara ina maana yake maalum. Ukusanyaji wa data ulifanyika nyanjani. Mbinu ya mahojiano ilitumika kukusanya data na sampuli ya majina yaliorodheshwa kwenye majedwali. Maswali yafuatayo yaliongoza utafiti huu; Watugen ni watu wapi? Sherehe zipi ziliambana na kupeana majina? Sababu za ujinaishaji, kategoria zipi zilikuwepo? miundo ya majina hayo yalikuwaje? Maana za majina ya wanaume yalikuwa na maana zipi? Majibu ya maswali haya ni kiini cha utafiti huu. Maotokeo ya utafiti yalidhihirisha kwamba majina ya wanaume yalitokana na hali halisi katika jamii ya Watugen na kila jina lilibeba maana maalum pia, ilibainika kwamba maajilio ya wageni aghalabu, wamisionari yaliathiri ujinaishaji kaika jamii ya Watugen. Aidha, ilibainika kwamba majina hayo miundo mbalimbali

Maneno muhimu: Majina ya wanaume, Maana ya majina, Sherehe za kupeana majina, Jamii na Simiotiki.