

The Usage of Kiswahili in Blog Discourse and the Effect on Its Development

Juliet Akinyi Jagero

Jaramogi Oginga Odinga University of Science and Technology
School of Humanities and Social Sciences
P.O Box 210-40601, Bondo, Kenya

Dr. Ernest Sangai Mohochi

Rongo University College
Department of Languages
P.O Box 103- 40404, Rongo, Kenya

Dr. Florence Indede

Maseno University
Department of Kiswahili and Other African Languages
P.O Box Private Bag, Maseno, Kenya

Abstract

Online communication is rapidly changing how language is being used. With the increasing number of social networks people are engaging in various discourses using various languages. Kiswahili is one of the languages being used in blog discourse. This paper discusses the usage of Kiswahili in blog discourse and the effect on its development. This study uses Critical Discourse Analysis to analyze language used in the discourse so as to reveal the strategies used to frame the content of message. Data was collected by visiting four blogs and then texts written in Kiswahili were selected from the blogs. Data was then subjected to textual analysis. The analysis showed that bloggers used non-standard abbreviations, non-standard words, code mixed and switched, did not adhere to grammatical and spelling rules in the discourse. This had positive and negative effect on the development of Kiswahili.

Keywords: Blog discourse, Kiswahili, Critical discourse analysis.

Introduction

Language plays an important role in online communication. As a result, emphasis, which formerly was on technology, has shifted to be on people and purposes. The internet is increasingly being viewed from a social perspective, hence the role of language has become central (Crystal 2001). In blog discourse language plays a key role especially when bloggers are writing information on issues and also when commenting on information written by blog owners. English language has been dominating online communication. However, currently, Kiswahili is also being used in blog discourse. It is most likely that when language is used in such a platform it gives it an opportunity to develop. It is on this background that this paper analyses the language used in selected blogs written in Kiswahili.

2. Objectives

The objective of this study is to analyse language used in blogs written in Kiswahili and how it affects the development of Kiswahili.

3. Literature Review

3.1 Social networks and language change

Social media has been defined by various scholars. For example, according to Kaplan & Heinlein (2010) social media is a group of internet applications built on the ideological foundations of web 2.0 and that allows the creation and exchange of user generated content.

Weinberg (2009) describes that today social media is whatever the user wants it to be. Accessible by mobile, application or website, social platforms, can be updated and used on a frequent basis. In this study, social media that was referred to was the blog. For that reason, language used in generating discourse in the blog was the one referred to. Today, there is democratization of information on the web as global online consumers become publishers of content rather than just passive readers (Evans, 2008). This trend is known as consumer-generated media or user generated content- both refers to “content being created 24hours a day online on blogs, message boards, social networks like face book and platforms like Twitter” (Swedowsky, 2009). A study carried out by Singh, Lehnert & Bostick (2010) on global social media usage and the language factor to address the apparent gap in the current literature regarding language usage in global social media showed that local language preference for social media usage is very strong around the world. This is true especially if we refer to areas where Kiswahili is used in social media.

3.2 Netspeak

Various Languages are undergoing a revolution due to social media usage. This is as a result of majority of users being youngsters who want to pass the message to each other quickly and effectively. A new kind of language referred to as “Netspeak” by various scholars has become the norm. “Netspeak” is a term coined by Crystal (2001) defined as a type of language displaying features that are unique to the internet. The online register of “Netspeak” is born out of the electronic, global and interactive medium of Computer Mediated Usage, and contains characteristics of writing, speech and what he refers to as electronically mediated properties. It contains elements of both spoken and written texts, as well as a third characteristic, namely that of the electronic medium. According to Macfedries (2004) netspeak is the words, idioms and peculiarities of spelling and grammar that are characteristics of online documents and communication.

Characteristics forming the features of Netspeak are specialized vocabulary relating to the medium of electronic communication such as click, webcom netlag, Hotmail, bug fix, non-standard abbreviation and acronyms such as afaik (as far as i know), brb (be right back), pls/plz/plx (please), kthx (o.k, thanks). Other features include novel spellings of existing words producing rebuses by using a single symbol to indicate a syllable or a word L8R (later) B4N (bye for now) (Crystal 2001). Netspeak also includes features of non standard capitalization and notes the ‘save a keystroke’-principle some users employ produces many words without capitalized letters. Others use capitalizations excessively to indicate emphasis or shouting. Forms such as ‘whoooole’, ‘Aaaaaaaactually’, ‘HUGE’, ‘AMAZING’ indicate a narrower and more fine representation of these words than the more generic forms ‘whole’, ‘actually’, ‘huge’ and ‘amazing’ (Crystal, 2001). Non-standard spelling conventions are also a common feature of Netspeak. Many produce (s) and (z) interchangeably in final position: gamez, progz, downloadz, filez. Users also produce variants which are spelt to reflect their pronunciation; yep, hiya, nooooo, dunno, gonna (Crystal, 2001).

A study by Anurit, Porntcharapong, Chongpukdeepongs, Sataman, Tiantian & Nang (2011) on how social media influence user’s behavior of Thai language on the social media including the internet and the social network and its trend in the future showed that all respondents talked about the popularity of using Cyber Thai language on social media including words and symbols. According to Anurit et al (2011) Netspeak is a mode of communication composed of initialisms, abbreviations and acronyms as well as symbols and intentional misspellings. Internet usage is rapidly growing; the number of initialisms and symbols are getting huge. Abbreviations are used for a variety of reasons: to avoid repetition, save space, or conform to conventional usage. Leading authorities cannot agree on the capitalization or punctuation for many abbreviations. Therefore there are no set rules. In general, it is wise not to abbreviate unless there is a good reason to do so and the writer knows that the reader will understand. One of the major disadvantages of using netspeak according to (Batul, 2009) is its penetration into the lives of the younger generation and its destructive ability over their use of English language, destroying their ability to communicate effectively using appropriate spellings and words. It is quite evident that from earlier literatures, most studies do not address the effect of netspeak on languages used. This study therefore is an effort to fill the gap by showing it’s affect on the development of Kiswahili.

4. Theoretical Framework

This study uses Critical Discourse Analysis (CDA) because it is concerned with analyzing the relationship between the use of language and social context.

Fairclough contends that the strengths of CDA lie in making connections between social and cultural structures and processes on the one hand and properties of the text on the one hand (Fairclough & Wodak, 1997). CDA for Fairclough is concerned with the investigation of the relationship between two assumptions about language: that language is both socially shaped and socially shaping. The process of being socially shaped is a very complex one. On one hand very different types of discourses may coexist within the same institution, while on the other hand the relationship between the language use and the underlying conventions and norms is not always a simple one (Fairclough, 1995). CDA therefore, tries to unite and determine the relationship between three levels of analysis: the actual text, the discursive practices (that is the process involved in creating, writing, speaking, reading and hearing) and the larger social context that bears upon the text and the discursive practices (Fairclough, 2000). The text is a record of event where something was communicated and involves the presentation of facts and beliefs, the construction of identities of participants discussed in the communication and strategies to frame the content of the message. Texts as elements of social events can bring changes in our knowledge, our beliefs, our attitude, values and so forth.

5. Methodology

5.1 Sampling Procedure

Purposive and saturated samplings were used in this study. Purposive sampling was used in selecting four blogs written in Kiswahili and which discussed Kenyan politics. Purposive sampling technique is a method that enables the researcher to use cases that have the required information in reference to the objectives of the study (Mugenda, 1999). Saturated sampling technique was also used to select texts written in Kiswahili on Kenyan politics. Saturated sampling technique was used by the researcher to pick all the texts because the targeted texts were few and it would have been meaningless to take only a sample.

5.2 Data collection and analysis

Data was collected from four blogs by referring to the information written by blog owners and also blogger's comments which were written in Kiswahili on political issues in Kenya from the year 2008-2012. Textual extract was done by employing CDA methods. CDA methods were also used in the analysis of data. Three components were employed: description, interpretation and explanation.

6. Findings and Discussions

Language develops when given an opportunity to be used. Therefore, the usage of Kiswahili in blog discourse is one of the methods of developing it. According to CDA the type of language used in a text is very important. The following are the type of language used and its effects on the development of Kiswahili.

6.1 Non standard abbreviations

Non standard abbreviations are abbreviations that have not been accepted officially in a particular language. In all languages there are abbreviations that are officially acceptable just like in Kiswahili language there are abbreviations such as k.m (for example-e.g), Sanduku La Posta - S.L.P (Post office Box- P.O Box). The use of non standard abbreviations was evident in the Kenyan political discourse in the blogs written in Kiswahili. Examples of non standard abbreviations have been listed in Table 1.

Non standard abbreviation	Complete word	Blog	Date
Km	kama (such as)	Jaluo dot kom blog	17 December 2010
Kbs	kabisa (at all)	Jaluo dot kom blog	17 December 2010
Ktk	katika (in)	Jaluo dot kom blog	17 December 2010
Lkn	lakini (although)	Jaluo dot kom blog	17 December 2010
Lzm	lazima (must)	Jaluo dot kom blog	17 December 2010
lbd	labda (might be)	Jaluo dot kom blog	17 December 2010
Sbb	sababu (because)	Jaluo dot kom blog	17 December 2010
Nk	na kadhalika (and etcetra)	Jaluo dot kom blog	17 December 2010
Zim	Zimbabwe	Jaluo dot kom blog	17 December 2010
Km	kama (such as)	Jaluo dot kom blog	7 December 2010

Table 1: Non standard abbreviations in the blogs

From Table 1 it is evident that non standard abbreviations used were of different types. For example loss of letters is evident in the use of ‘kbs’ instead of ‘kabisa’, ‘lzm’ instead of ‘lazima’, ‘sbb’ instead of ‘sababu’ and ‘km’ instead of ‘kama’, ‘lkn’ instead of ‘lakini’ and ‘ktk’ instead of ‘katika’. Another type of abbreviation used was the one that takes up the first letters of a word like in Jaluo dot kom blog where a blogger writes ‘Zim’ as short form of ‘Zimbabwe’. Although the usage of these types of abbreviations allows the blogger to save space and hence write a lot of information that was intended, if used continuously it may have negative impact on the spelling of words and thus affecting the development of language. This is because correct spelling of words is one way of developing a language. In addition, the use of such abbreviations may result in misinterpretation like in the case where the reader is not conversant with these abbreviations may read ‘km’ as ‘kwa mfano’ hence not getting the correct message and as a result communication is hindered. In addition, if the abbreviations are used for a long time there are chances that the complete word may disappear and the abbreviation remains. Basically, all words used in a language are found in the dictionary, however if abbreviations are continuously used then words used in Kiswahili may not be found in the Kiswahili dictionary.

6.2 Code mixing and code switching

According to King’ei (2010) code mixing is the use of language where one mixes two different languages in one discourse. On the other hand, code switching occurs when one mixes two different languages but interchangeably. It is the practice of changing between languages when one is speaking. Code mixing and code switching were used in the discourse by bloggers. Bloggers mixed English, French, Kiswahili and Luo (one of the languages spoken in Kenya). A blogger in Jaluo dot kom blog while referring to Kenyan based ICC cases and the coming of The President El Bashir of Sudan to Kenya wrote:

...ndiyo maana wakati rais El Bashir alipokuja Kenya serikali ya Kibaki haikumkamata kwa sababu walijua fika kuwa na wao kiyama chao kinakuja [same applies to Museveni]... (Posted 1 May 2011)
[...that is why when President El Bashir came to Kenya Kibakis government could not arrest him because they were certain that their time is coming [same applies to Museveni]...]

From the above example it is evident that the blogger code switches from Kiswahili to English to stress on the fact that President Museveni of Uganda may also be arrested for crimes against humanity by ICC. The same blogger code mixes when he says:

BON VOYAGE washukiwa wote wa vurugu za 2008 mkavune kile mlichokipanda. (Posted 1 May 2011)
[BON VOYAGE all suspects of 2008 post election violence to go and harvest what they planted]

The blogger code mixes when he uses ‘BON VOYAGE’ a French word meaning safe journey. French word is used here to stress on the fact that he is wishing them ‘safe journey’ because they are going to be punished for the crimes they committed during post election violence that resulted to displacement of persons, destruction of property and deaths. The blogger also code mixes when he claims that:

Raila lzm atapata support ya kimataifa endapo Kibaki hatapendezwa na speed yake. (Posted May 2011)
[Raila must get international support incase Kibaki is not happy with his speed]

In the above example the blogger code mixes when he uses English word ‘support’ and ‘speed’. This may have been caused by lack of equivalents in Kiswahili or even the need to stress on the issue at hand. The same blogger code mixes when he writes:

...lengo ni kuwa na political master plan au tuseme strategic plan ya kuponya Kenya kabisa na makovu ya historia... (Posted 1 May 2011)
[...the aim is to have a political master plan or to say strategic plan to heal Kenya completely from historical injustices]

The blogger code mixes when he uses English words ‘political master plan’ instead of ‘mpango mkuu wa kisiasa’ in Kiswahili and English ‘strategic plan’ instead of ‘mpango wa kimkakati’ in Kiswahili. The blogger may have not known the equivalent words in Kiswahili or may have wanted to maintain the meaning of those words in English. Code mixing is also evident when the same blogger praised Raila by saying:

...angalao atainingia kwenye historia ya Kenya ambayo hakuna mwanasiasa wa kizazi hiki ama kizazi cha babake ameweza ku-define Kenya mpya isipokuwa yeye mwenyewe AMOLO TINGA RAILA ODINGA EARTHQUAKE...babake hayati AJUMA JARAMOGI OGINGA ODINGA [a star mathematician] alileta uhuru. Yeye RAILA AMOLO TINGA WICH KIDHER [a mechanical engineer] ameleta Kenya mpya ambayo iliporwa na kufanywa mali binafsi ya mafisadi wa kisiasa na kiuchumi. (Posted 1 May 2011)

[...at least he will enter into the Kenyan history which no politician of this generation or his fathers has been able to define a new Kenya except himself AMOLO TINGA RAILA ODINGA EARTHQUAKE...his late father AJUMA JARAMOGI OGINGA ODINGA [a star mathematician] brought independence. He RAILA AMOLO TINGA WICH KIDHER [a mechanical engineer] brought new Kenya that was robbed and made into private wealth by the politically and economically corrupt]

The blogger code mixes when he uses the word ‘ku-define’ which is coined from Kiswahili affix ‘ku’ and an English word ‘define’. The word ‘define’ in Kiswahili is ‘fasili’. The blogger would have said in Kiswahili that ‘...yeye ndiye ameweza kufasili Kenya mpya. However the blogger chooses to use the word ‘ku-define’ might be for lack of an equivalent word. The blogger also code switches when he refers to Raila as ‘EARTHQUAKE’ in Kiswahili ‘mtetemeko wa ardhi’. Raila is always seen as a politician who can cause mayhem. The blogger also code switches while referring to Raila’s father as ‘a star mathematician’ instead of referring to him in Kiswahili as ‘mwanahisabati hodari’. A similar code switching is evident when he refers to Raila using Luo words ‘TINGA WICH KIDHER’ (in English: the head of a tractor does not grow thin) in Kiswahili ‘kichwa cha trakta hakiwezi kukonda’. Quite often his supporters view him as a person who is not affected by his opponents even if they do things against him. The blogger also code switches when he uses English words ‘a mechanical engineer’ instead of ‘mhandisi mtambo’ in Kiswahili. The usage of code mixing and code switching by the blogger may be as a result of lack of equivalent words in Kiswahili or the need to maintain the meaning in English or Luo.

Code mixing was also used by a blogger in Kumekucha blog when he was criticizing the former Member of Parliament for Embakasi, Mr. Waititu for hate speech that resulted to the death of three people from Maasai community. The blogger said:

...the like minded people aka the Waititu type in our midst, especially those of makabila ya ukabila hatari living in urban or rural Kenya. (Posted 29 September 2012)

[...the like minded people like the Waititu type in our midst, especially those of dangerous tribal tribes living in urban or rural Kenya]

Code mixing is evident when the blogger mixes Kiswahili and English in one utterance. Instead of saying in Kiswahili ‘wenye fikra sawa kama Waititu miongoni mwetu ni makabila ya ukabila hatari wanaoishi mjini au mashinani’. The usage of code mixing may be, was as a result of the need to pass information but the blogger may be was unable to express himself in Kiswahili.

From the analysis the usage of code mixing and code switching has varied effects on Kiswahili. This is because when two languages are used together in a diglossic relationship, one is always High (prestigious) and the other Low (not prestigious). If used for a long period of time these languages will affect each other in that the one that is High often affects the one that is Low. In this kind of relationship the low language borrows many words from the High language. English language is often thought to be better than Kiswahili in that case, mixing English and Kiswahili will affect Kiswahili in various ways. First and foremost, it will hinder the creation of terminologies in Kiswahili. Secondly, if terminologies available are not used they may disappear after some time. Thirdly, the usage of code switching will allow those using language to avoid grammatical responsibility. Fourthly, it may affect students learning Kiswahili from other areas where Kiswahili is spoken because blogs are read by all students in different levels and even adults. Those reading these blogs may think that it is the norm and that they may want to be associated with this language. After a long time may be users may count them as correct usage of language therefore affecting the development of language negatively. Kiswahili may also become better if it borrows sayings from other African languages like Luo.

6.3 Representation of spoken language

Spoken language includes body signs. However, in the internet it is not possible to use these signs. In that case users of the internet have created a way of expressing their feelings. For example a blogger in Jaluo dot kom blog says:

...vinara wote wa ukabila wametokomezwa na kama wamebaki basi ni wale wasio na nguvu na hivyo njia ni waaaaaazi kwa Raila 2012. (Posted 20 December 2009)
[...all principals of tribalism have been finished and if any is remaining then they are those who are not powerful and therefore the way is clear for Raila in 2012]

The blogger uses 'waaaaaazi' instead of 'wazi' to emphasis or shout. Another blogger in Kumekucha blog says:

Aiiiiiih! Mungu si Athumani. (Posted 1 May 2011)
[Aiiiiiih! God is not Athumani]

The use of 'Aiiiiiih!' brings emphasis or shouting in his statement. According to Crystal (2001) this method is used to bring emphasis. However, this representation of spoken language may affect language negatively because already the use of exclamation mark shows the feelings of the blogger. By writing 'i' repeatedly the aspect of repetition occurs. Either the blogger would have written Ah!

6.4 Incorrect usage of language

Incorrect usage of language that was evident in the blogs included direct translation, spelling errors, grammatical errors and incorrect usage of words. Direct translation was used by a blogger when referring to the retired leader's quest for positions in devolved governments created by the new constitution. A blogger in Jaluo dot kom blog (Posted 1 May 2011) referred to the former Attorney General Amos Wako as 'Mkuu wa Sheria' and also 'Attoni' (Arttone). By saying 'Mkuu wa Sheria' and also 'Attoni' he was repeating himself as both meant the same thing.

Direct translation was also evident in Kenya Stockholm blog when a blogger used 'elimu ya bure' (Posted 20 December 2009) which he translated directly from English 'free primary education'. In Kiswahili 'elimu ya bure' means education that is useless. In that case he would have used the correct translation which is 'elimu bila malipo'.

Bloggers also made spelling mistakes. For example a blogger in Kumekucha blog (Posted 1 May 2011) used the word 'abalo' instead of 'ambalo'. Error of omission was made by omitting 'm'. Another spelling error was made by a blogger in Jaluo dot kom blog while discussing 2013 general elections when the blogger said:

...wapenzani wanaoweza kuchaguliwa bila takshishi yeyote? (Posted 1 May 2011)
[...opponents who can be elected without any doubt?]

The blogger uses 'wapenzani' instead of 'wapinzani'. In this case he replaces 'i' with 'e'. He also uses the word 'takshishi' instead 'tashwishi'. He inserts 'k' and then omits 'w'. Another blogger in Radio Salaam blog also commits an error when he says:

...KWAKWELI SIONI JAMBO LOLOTE LA KUWAFANYA WARUDISHWA
BUNGENI...KWAHIVO MIMI SINA IMANI NA MJUMBE YOYOTE... (Posted 5 February 2011)
[...Truly I can't see any reason that can make them go back to parliament. In that case I don't have faith in the Members of Parliament...therefore I don't have faith in any member of parliament]

An error is committed when the blogger joins 'KWAKWELI' instead of writing it as two words 'KWA KWELI' and 'KWAHIVYO' instead of 'KWA HIVYO'. In the same statement the blogger committed grammatical error by saying 'MJUMBE YOYOTE' instead of 'MJUMBE YEYOTE'. Punctuation error was also committed by a blogger in Kumekucha blog while reporting the incident that occurred when the youths were shouting at the former Prime Minister Raila when he visited Great Lakes University in Kisumu. This blogger reports that:

Vijana hao walimpigia kelele kwa kukariri Njaa Njaa...Vision 2030... (Posted 26 July 2011)
[The youth shouted at him repeating Hunger Hunger...vision 2030...]

The blogger was supposed to use exclamation marks after Njaa Njaa. In that case it would have been written Njaa! Njaa!

A blogger in Jaluo dot kom blog on 20 December 2009 refers to reckless usage of money as 'kitendo cha uhaini dhidi ya Jamuhuri na wananchi wake' in English 'an act of overthrowing the republic and citizens. When the blogger uses 'uhaini' which means 'overthrowing' he wanted to show the ill that had been committed. However he uses an incorrect word which brings a different meaning. In general, wrong translation, spelling errors, grammatical errors and incorrect usage of words has adverse effects on the development of language.

6.5 Non standard vocabulary/ words

This involves creation of words which are not conventionally used in a particular language. For example, in Kenya Stockholm blog (on 18 December 2009), a blogger uses non standard saying 'viongozi walipoteza rada' meaning 'leaders lost direction'. This saying originates from the language spoken by the youths in Kenya and of which is not standardized. Another blogger in Jaluo dot kom blog also used a coined saying while referring to Kenyan based ICC cases and the action that will be taken by Raila. The blogger says:

...Raila atakapoanza kupiga jaramba kwa kutaka haki itendeke... (Posted 1 May 2011)

[...Raila will begin pressurizing/pushing for justice to be done...]

The blogger uses a saying he has coined 'kupiga jaramba' to mean 'pressurizing or pushing for'. The word jaramba is not a Kiswahili word. A blogger in Kenya Stockholm blog while referring to funds allocated for repairing the former Prime Ministers house uses non standard word. The blogger says:

...Pesa za serikali ni pesa za umma na kamwe hatuwezi kukubali zigeuzwe mali ya binafsi na kutumiwa vururumtende. (Posted 6 November 2009)

[...government money is public money and we will not accept that it is used carelessly]

The word 'vururumtende' is not a Kiswahili word though the blogger uses it in this context to mean 'carelessly'. Another non standard word was used by a blogger when referring to commissions formed by the government to address land issues. The blogger says:

Mara nyingi tume mbalimbali ambazo huundwa na serikali mara kwa mara kuhusu maswala tilatila mkiwemo ya ardhi... (Posted 5 May 2009)

[Quite often various commissions that are formed by the government every now and then on complex issues land being one of them...]

The word 'tilatila' is not a Kiswahili word though the blogger uses it to mean 'complex'. Basically, the use of non standard words or sayings have long term effect on the growth of Kiswahili because prolonged usage may result to these words being accepted and hence contributing to the vocabulary of the language. Therefore this will have a positive effect.

6.6 Non standard capitalization

The usage of non standard capitalization includes the use of capital letters where it is not conventionally used. According to Crystal (2001) the usage of non standard capitalization is to show feelings such as laughing, shouting or even bring emphasis in the discourse. Non standard capitalization was used by a blogger in Kumekucha blog when he said:

KAZI IENDELEE, kazi ya kuuwa, kuiba, kuzini... ya kwanza usiuwe usizini, usiibe... inasema, USIMSINGIZIE JIRANI YAKO UONGO. (Posted 3 November 2010)

[Work should continue, the work of killing, stealing, adultery...first do not kill, engage in adultery, do not steal. It says do not accuse your neighbour falsely]

The blogger uses capital letters to bring emphasis because 'kazi iendele' is the slogan for the Party of National Unity and 'usimsingizie jirani yako uongo' meaning they are liars. The usage of capital letters here is not conventional because it is only the first letter that was supposed to be written in capital letter.

A blogger in Jaluo dot kom blog used non standard capitalization to bring emphasis when he was referring to corruption scandals that involved Free Primary Education:

Wakenya HAWATAKUBALI NA HAWAPASWI kukubali yeyote kucheza na hatima ya watoto wa taifa letu (Posted 20 December 2009)

[Kenyans 'will not accept' and 'are not supposed to' accept anyone to play with the future of the children of this nation]

By writing 'HAWATAKUBALI NA HAWAPASWI' in capital letters, it brings emphasis. The public stands on the corruption scandal is evident. This blogger also says:

Wahalifu LAZIMA wafikishwe mbele ya sheria bila huruma.
[Criminals must be arraigned before the law without sympathy]

The word 'LAZIMA' has been written in capital letters to bring emphasis. Another blogger in Jaluo dot kom blog also uses capital letters in the middle of the sentence when praising the former Prime Minister Raila Odinga for his efforts in bringing democracy by saying:

...yeye mwenyewe AMOLO TINGA RAILA ODINGA EARTHQUAKE...babake hayati AJUMA JARAMOGI OGINGA ODINGA [a star mathematician] alileta uhuru. Yeye RAILA AMOLO TINGA WICH KIDHER [a mechanical engineer] ameleta Kenya mpya ambayo iliporwa na kufanywa mali binafsi ya mafisadi wa kisiasa na kiuchumi. (Posted 1 May 2011)
[...he himself AMOLO TINGA RAILA ODINGA EARTHQUAKE...his father AJUMA JARAMOGI OGINGA ODINGA [a star mathematician] brought uhuru. RAILA AMOLO TINGA a head does not grow thin [a mechanical engineer] brought new Kenya that was robbed and made wealth of individuals who are corrupt politically and economically]

In these sentences, capital letters would have been used in the first letters of the names of those being referred to however it has been used in writing names to emphasis on the people mentioned. Generally, the usage of non standard capitalization has negative effect on the development of Kiswahili because many people may not know the correct usage of capital letters.

7. Conclusion

In this paper, language used by bloggers was analyzed using CDA. The study showed that language used in the blogs included non standard abbreviations, code mixing and code switching, incorrect usage of language, non standard vocabularies and capitalization and representation of spoken language. Bloggers deviated from the conventions of standard Kiswahili. This language is similar to the one referred to by Macfedries (2004) as 'netspeak'. It can therefore be concluded that language used in the blogs have either positive or negative effect on the development of Kiswahili.

References

- Anurit, P. J. Porntcharapong, W., Chonpukdeepong, S., Sataman, S. Dinh, P, Q. H., Titantian. Y., Nang, E. M. (2011). Influence of social media on Thai language. *International Journal of Academic Research in Business and Social Sciences*, Vol. 1 No. 2, pp 109-122
- Batul, F. (2009). *Chatspeak; Linguistic Evolution or Devolution*. New York: Pergamon Press.
- Evans, D. (2008). *Social Media Marketing*. Indianapolis: Wiley Publishing.
- Crystal, D. (2001). *Language and the Internet*. Cambridge: Cambridge University Press.
- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. Harlow: Longman.
- Fairclough, N., & Wodak, R. (1997). Critical discourse analysis. In van Dijk (Ed.), *Discourse as social interaction*. London: SAGE publications.
- Fairclough, N. (2003). *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge.
- Kaplan, M. & Heinlein, M. (2010). Users of the world, unite! The challenges of social media, *Business Horizons*, Vol. 53 No. 1 pp 59-68
- Mcfedries, P. (2004). *Word spy: the word lover's guide to modern culyure*. New York: Broadway Books.
- Mugenda, O. M. (1999). *Research Method: Quantitative and Qualitative Approaches*. Nairobi: Center for Technology.
- Weinberg, T. (2008). *The New Community Rules*. C.A: O'Relly Media Inc.
- Swedowsky, M. (2009). A Social Media 'How to' for Retailers, <http://en-us.nielsen.com/main/insight/consumer-insight/semptember-2009/asocialmediahowtoforretailers>