

## **ABSTRACT**

The purpose of the study was to investigate the factors influencing the growth of political ethics in East Africa case study Kenya. The specific objectives of the study were: To examine the role of Kenyan media in regulating political pressure, To find out the contribution of the Office of Registrar Political Parties in bringing about political balance in political parties management, To assess the role of religions in Kenya in regulating political pressure. The study was to be of great significance to the National Cohesion and Integration institutions in Kenya, the ORPP, media and religious institutions trace weaknesses occurring on their roles in regulating political morality in Kenya the helm of this study being political pressure. The study used case study research design where target population was literate Kenyans above 18 years. Theory adopted; Kohlberg's Cognitive Moral Development Theory, which states that individual's reason through ethical dilemmas. Questionnaires were the main instruments used to collect data. Research methodology applied was content analysis. Content analysis helped the researcher to interpret respondents' information about ethical concerns of interest though some might not be directly observed. The data collected was analyzed using descriptive statistics and presented using frequency tables and percentages.