

Political Propaganda and The Politics of Pokot Community, Kenya

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Abstract

The Indigenous Pokot Community has had its way of choosing leaders since time immemorial and in the modern democracy; the community still employs some of her indigenous approaches in the contemporary politics. In both the indigenous and modern politics, propaganda has had its share in determining who becomes leader in various levels. The objective of the paper was to analyze the influence of political propaganda on the politics of the Pokot Community. The paper employed qualitative research design using interviews to collect data from various respondents from West Pokot and Baringo Counties. Simple random sampling was used targeting population of 300 and sample size of 100 respondents. From the content analysis on qualitative data, the following categories of propaganda were found to have huge influence on determining community political leadership; name calling, composition of songs, attachment to communal cultures and practices, ancestral origin and clanism, family history, history of individual success and failures, gender, literacy, wealth and riches, individual behaviours, body physique, language among others. It was noted that well use of propaganda techniques has positive and negative effects on electing political leaders among the Pokots.

Key words: propaganda, community, political culture, gender, political behaviours