

# **An Evaluation of the ‘Weka Condom Mpangoni’ Television Advertisement and Its Cultural Implications in Kenya**

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## **ABSTRACT**

The purpose of this study was to explore the cultural implications of the ‘Weka Condom Mpangoni’ (i.e. factor in a condom in your illicit sexual behavior) Television Advert vis-avis what is considered morally right or wrong according to the African culture. This was done against the backdrop of protests from a section of religious leaders on the grounds that the advert was bent on propagating immoral practices in Kenya, especially among married couples. Further, this study was carried on account of the fact that despite spirited health campaigns by the Population Services International (PSI), and despite earlier campaigns that attempted to lower the HIV/AIDS prevalence in Kenya there was evidence that the prevalence among married couples had outstripped the unmarried. Such as the 2010-2011 ‘Mpango Wa Kando’ advert with tagline of ‘Fanya Hesabu’ (do some calculations), translated to mean that illicit affairs are not only costly but also dangerous, the vice continues to grow and the Kenyan attitude and behavior in embracing illicit affairs almost remains unchanged. The study used descriptive survey research design which was found to be the most effective under the circumstances. On the basis of objectives of the study, two major categories of groups were of interest to the study, namely; married men and women drawn from the general public in Nairobi city that were purposively sampled. A sample of two hundred people were sampled and requested to fill the questionnaires which were then collected. The theoretical framework used was the uses and gratifications theory.. According to the uses and gratification theory, audiences have a free will to decide they will use the media and how it will affect them. The key findings of the study were that a) the audience view the ‘Weka Condom Mpangoni’ TV ad as an important media campaign to limit the spread of HIV/AIDS b) The media campaign through this advert is a constant reminder about self discipline in sexual expectations among married men and women. c) That the advert unfairly targets married women as opposed to both married men and women because it is judgmental. d) That despite the heavy presence of the campaign, it has not deterred married men and women from engaging in illicit sexual relationships outside marriage. The study recommends that an integrated and more inclusive campaign that targets both married men and women be designed.

**Key words: Mpango wa kando, Fanya Hesabu, conjugal expectations, factor, illicit**