

# **A Comparative Study of the Cultural Dynamics through Iconography of Celebrities on Youth through Print Media among Maasai Mara University and Technical University of Kenya**

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## **ABSTRACT**

The facts surrounding the dynamism of culture can't be over-emphasized, leave alone being enumerated. The mass media as an agent of socialization, coupled with the effects of globalization and the internet have either in their combined state or on their own managed to divorce the youth from any particular leaning in terms of cultural values and role modeling. The print media, as part of the mass media, has for a long time been used to relay all forms of messages for all purposes including advertising targeting the youth with the use of celebrity icons across the social fabric. The Nation Media Group has a weekly magazine pull-out that is circulated every Sunday targeting the socialization of youth in tertiary institutions. This paper is set to delve into a comparative study of cultural dynamics through iconography of celebrities through print media in Technical University of Kenya and Maasai Mara University: the case of the Daily Nation Buzz pull-out. The paper intends to explore the following objectives in its endeavor to interrogate the topic: to find out the effects of the amount of exposure youth have on celebrities in magazines and they influence their attitudes, to identify the effects of interpretation of celebrity iconography in Buzz magazines have on the youth self-image and lifestyles, to examine the extent to which the youth attachment to celebrity icons influence their choices of role models, and to determine the desired effects of celebrity choices and formation by the media professionals on the youth in tertiary institutions. The study will employ the survey research design and apply the questionnaire as the main data collection instrument. Being a quantitative research, the data collected will be analyzed using Statistical Packages of Social Science and presented using the tables, frequencies and percentages. The findings of the study will enable the youth to be selective on the type of celebrities they associate themselves with through what they consume in the magazines, be responsible for their own actions and destiny on what they expose themselves to in the magazines, appreciate the role played by the media in shaping public perceptions on a variety of important issues, both through the information that is dispensed through it and through the interpretation it places upon this information.

**Key Words: Iconography, Role Model, Buzz Pull-Out Magazine, Youth, Socialization**