THE ROLE OF THE KENYA FILM CLASSIFICATION BOARD IN REGULATING FILM AND VIDEO IN KENYA

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ABSTRACT

The main objective of the study was to examine and describe the effects of liberalisation on the role of censorship and classification of film and video programmes by Kenya film classification Board (KFCB). The study was a qualitative investigation conducted through case study research design. Data was collected using interpersonal in-depth interview techniques from the target population which comprised of top and middle level managers of KFCB, Broadcast stations, Communication Commission of Kenya (CCK) and video libraries in Nairobi. The study findings reveal that liberalisation has negatively affected the role of censorship and classification of film and video by KFCB in Kenya. Liberalisation of the media industry has led to an increase in the exhibition of video programmes with course language, violence, sex and nudity on local stations. KFCB’s role in censorship and classification of film and video content in Kenya is hampered by the fact that the local TV stations have not fully implemented censorship and classification provisions and video sellers and buyers have allowed the business of unclassified video content to flood the market. Kenyans are able to access and download unclassified movies from sources such as the internet and video libraries. The study recommends that the government of Kenya should include media literacy an object of study at all levels; the regulatory response to changes in technology and society expectations should be increased in order to meet the challenges of access to unclassified video content in the new media; the media should play a more responsible role in their functions considering that children, in particular may be susceptible to negative influences from the media; there should be consistency in state laws concerning restrictions and prohibition on the sale of certain media content; KFCB should play a leading role in regulation oversight to meet concerned society expectations and safeguard society standards. The study recommends further study on the key success factors and the challenges encountered in implementation of laws on censorship and classification of film and video content by KFCB in Kenya.