

## Language and performing arts: east African hip hop and public sensitization for political change

One of the many consequences of globalization and the new world order is the increased cross border interaction among people, leading to more transfer and exchange of knowledge, technology, values and virtues, vices and viruses, and other traits among nations. One area that has been impacted heavily by this flow, largely aided by the Internet and other emerging media, is culture. To a large extent, though, the transfer of cultural practices appears to be more from the western and more developed world to the weaker, economically and politically less powerful nations. But what is borrowed is indigenized, sometimes entirely altered, to meet the needs of local communities. These changes are reflected in Africa's music scene, dances, and other genres of popular culture. Within that context, this chapter aims at meeting two goals. First, to analyze the extent to which musicians, especially the youth, have managed to maintain a balance between educating and entertaining society at the local level, while keeping abreast with emerging global trends and influences. Particularly, it will show how the young generation of East African musicians uses music to sensitize the public by serving as critics of the management of public affairs and how this has contributed to political change. Secondly, it will investigate the effects that these emerging practices have had on the use of African languages in the performing arts.