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Mzuka Fuu!

SHENG TOWN
A Docu-dramatization film

BACKGROUND:

Nairobi, the capital of Kenya, is a city in Africa at the center of globalization. With its peaceful nature since independence, Nairobi has seen the influx of diverse cultures from all walks of life each in search of better living. The interaction and integrating of different customs has greatly influenced the peoples from their manner of dress to social interaction, from the arts and crafts to the way of living, from fashion to the language.

Sheng, as the majority calls it, is a language spoken by the young generation currently occupying the city. As a coded dialect with tongue twisters and a cocktail of borrowed words from the respective ethnic backgrounds of both the natives and foreigners who happen to be in touch with, Sheng seems to be a growing dialect within the city's virtual walls. It is a language imbued with similar traits of expression among those who speak it. Found in musical lyrics, fashion designs and as a philosophy in the streets, Sheng is deeply woven into the day to day experiences that words keep being coined up every now and then making it impossible to track. It assumes a psychological identity which in turn influences behavior and attitude especially among the young generation.

Its popularity has seen the majority, including the older generation, indulging in its humor. Sheng can be heard in offices, shops, public transport, restaurants, clubs, learning institutions even residential areas. Now major cooperate companies are now using it as a marketing strategy to attract more young people since they are the ones with the largest buying power e.g. "bonga points" by Safaricom, "Tusker na Chapaa" among others.

1. If it's popular why is it still a mystery?
2. Why is it considered degrading and as a language of questionable character?

Language is an art of verbal expression, not only does it come with speech but also a certain culture or to broaden it, a certain way of life. The same thing also happened to Europe in the Middle Ages where through the interaction of various cultures including Anglo Saxon, Latin, Greek e.t.c English was born, so has Sheng followed a similar pattern. This particular one comes with an explosive world of arts, drama, struggles, beauty, success, competition and youth, a world that lies beyond the obvious skyscrapers and the glamorous avenues that host five star hotels and restaurants that not so many people know about.

AIM:

- ◆ Introduce Sheng town and Sheng culture
- ◆ Alter the negative perspective branded on the Sheng culture
- ◆ Instill a positive attitude among the youthful generation

OBJECTIVES:

- ◆ Highlight the lifestyle, likes, dislikes, opinions and the philosophies of the Sheng speaking people in their environs
- ◆ Record a detailed account of inspiring personalities and individuals in the Sheng culture who overcome their daily struggles and challenges
- ◆ Associate Sheng as a culture born of responsibility, discipline and focus through such individuals

JUSTIFICATION:

Sheng is the fastest growing culture in Kenya. More and more young people are being drawn to its realm and with resentment coming from the older generation; Sheng is viewed as hopeless and beyond help. This attitude builds a gap between the young who speak it and the old who judge it which in turn hinders social, political and economic development. This needs to change if we are to keep up with the changing times and confidently maintain our heritage and dignity in the clutches of globalization. We the young generation are the future but we need guidance from our predecessors. And our elders need to trust we can carry forth such responsibility.

Whether we like it or not Sheng exists and will continue to grow. So a new scope to how we view each other is our urgent directive. Instead of ignoring it, we should nurture it to represent something to be proud of. There are countless young entrepreneurs who contribute greatly to the economic and of noble character that are born and raised of Sheng. It is imperative that these characters be identified with this growing norm in order to mould a positive attitude in the society. This will encourage the next generation to indulge with a purpose and focus which in turn will dilute the negativity of Sheng as a language of social deviances and criminal mastermind.

SYNOPSIS:

Welcome to Sheng Town. The story follows in the Day of Gachuguma Maina. “Bishop” as he is known to most in Sheng Town, is a curio designer who operates in Masaai market but he is also an inspired photographer in to the world of music and the arts. Through his normal avenues of hustling, we will get to meet fellow peers from all corners of who from experience got a story or a philosophy to share about the life and times in what has come to be known as “Sheng Town”.

Sheng Town is an anthropological biography film documenting into the real life experiences and aspirations of selected individuals whose experience represents the challenges and struggles that face the majority of the Sheng speaking youth in the streets of Nairobi.

It touches on their lifestyles and exposes the elements surrounding the world of Sheng and chooses to answer why many choose to lead a way of life that is most controversial, highly misunderstood but respectfully recognized culture that has gripped the hearts and minds of today’s young urban generation.

CAST

- **Bishop**
- **Keyah**
- **Mtapa**
Loks
- **Sista Ann**
- **Siza**
- **Rasuli**
- **JahSee**

CREW

Soi – Cameraman

MuTi – Cameraman

Sista Blak – Sound

Nandasaba – Editor/Director

Rasuli – Lighting

Other Warrior Outfits:

The Warriors Live Up Band

Smallaxe Magazine (a quarterly magazine)

BlakhillzMedia

Shengtown Radio (Virtual Radio Station)

Kijiji Culture (designers of Afrikan jewelery, clothing line)

Red Ant Interactive (web design, networking, systems)

Gloz Creative (Graphic design, Art Direction + Creative Solutions)

Warriors network with Rekebisho centre. A ghetto youth Run organisation and centre.