ABSTRACT

Media is a way for the members of the society to keep themselves informed about what is happening around them. It is also the major source of entertainment. By creating an image appealing to the audience, media controls the variety of material people incorporate in their daily lives. The mass media are an increasingly accessible way for people to learn about and see sexual behavior. One major factor that predisposes youth to sex risk taking behavior has to do with their level cognitive development. Explaining why adolescents are more prone to risk taking The media may be especially important for young people as they are developing their own sexual beliefs and patterns of behavior and as parents and schools remain reluctant to discuss sexual topics. Sexual talk and displays are increasingly frequent and explicit in this mediated world. This study aimed at establishing the influence of sexually explicit radio programme on sexual knowledge, attitude and behaviour among Kenyan urban youth. Specifically study looked at whether the classic FM rating among the youth is directly linked to its sexually explicit content. It established the influence of sexually explicit radio programme content consumption on urban youth in Kenya, finding the influence of Classic FM programmes on sexual practice as well as sexual attitude among the urban youth in Kenya. A sample size of 50 respondents was used and the data was collected by use of a questionnaire which was emailed to the respondents. The data was analyzed using descriptive statistics such as percentage, mean and standard deviation. The findings were presented in tables and graphs. The finding shows that youth spend a substantial amount of time on radio in a day or a week. The radio is becoming increasingly popular among youth with the increasing accessibility and clear airwaves afforded to them by their folks at home or the offices that they are in. To a majority of them, they immersed themselves into the radio programs to fulfill their needs. The findings show that youth who are exposed to more sexual content in their media diets, and who perceive greater support from the media for teen sexual behavior, report more sexual activity and greater intentions to engage in sexual intercourse in the near future. Based on the finding, this study recommended that youth be exposed to programs that train them how to handle their sexuality and in particular how to engage in safe relationships. A proper policy on programming should be made to control the content aired by the radio stations.