

Risk and Pleasure in Romantic Discourses: Problematizing the Phenomenon of Global Youth Marketing in Kenya

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The youth sexual relationships in urban Africa are being socially constructed as an appropriate expression of intimacy, but also as a statement about a particular kind of modern identity. Kenya burgeoning commercial and the public sector have been embraced by global changes and today have reached the highest point of capitalism and has become a preserve or marketplace of sexual information, enticing eager audiences with expert radio programs, newse-height: 200%; font-family: "Times New Roman", "serif";">codify the category of youth, as development agents and commercial advertisement seek to appeal and to shape its young audience. I argue that the new shape of social and economic cohesion emerging in Africa now must be understood within the context of the consumer culture and trends moderated by technology based on commodities rather than physical ventures. New forms of romance mediated by the internet and global economy tend to emerge and alter non-heteronormative sexualities in diverse locales; short-change the diasporic cultures and intimacies; triggered commoditized sex and romance in tourist circuits; and transformed and transgressed family relationships. Consequently, the results of what we have in urban Kenya, is the youth suffering with what I call 'deranged cosmology'. By reviewing literature from multiple works, this paper intends to delve into

what it means to be male and female in modern Kenyan contexts; assess different ways in which sexualities have been constructed, performed, and resisted by the youth.