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**AN ANALYSIS OF STYLE AND CONTENT IN THE FILMS OF KANUMBA IN
TANZANIA**

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ABSTRACT

This study investigated the style and content in the films of Kanumba in Tanzania. Previous studies had revealed that, films like any other genre of literature have the use of language and different themes in the society. However, the films of Kanumba and the themes portrayed there in had not yet been investigated to the best of his understanding. Therefore the researcher investigated the style and content in the films of *Young Billionaire*, *Uncle JJ* and *Big Daddy* in Tanzania. Through the style, the researcher analyzed the language used to pass the message. In terms of content, the researcher analyzed the themes emerged in those three selected films through the language used. The researcher used tape recorder and video for data collection. The importance of this study is to show how language is used to get the required themes. Also, this study will give the light to other researchers to do more research on other areas concerning with films. The purpose of this study therefore was to explore the literary techniques of language used in the films of Kanumba. Also to examine how the literary technique of language used to describe the content in those films. This study was guided by two hypotheses: (a) The films of Kanumba have literary techniques of language used. (b) The films of Kanumba have literary technique of language which is used to describe the content of those films. This research was guided by the stylistic theory of Crystal and Davy (1973). This theory was used to guide the researcher to analyze the language and themes through the characters' conversations appeared in those films. The content analysis research used to collect data. This study has shown the guidance in accomplishing this task. Having obtained the required data, it was then analyzed qualitatively to find out how the language used to portray the message. The research findings have shown that, the films of Kanumba comprised of figure of speech such as similes, metaphor, onomatopoeic, euphemism and even Proverbs. Apart from showing the figure of speech, this study has a lot of themes such as Unity, Position of woman in the Society, Building the future etc. The researcher hopes that, the research findings will benefit the youths, teachers, lectures, scholars and the films lovers as whole.