

# How Kenyan Cinema Helps Create a Cultural Understanding Through Film Production and Storytelling

*Cultural Understanding Through Film Production and Storytelling*

CAPE TOWN, WESTERN CAPE, SOUTH AFRICA, December 22, 2022 /EINPresswire.com/ -- Beyond the mere entertainment value, film and television hold the power to captivate audiences through insightful and potent storytelling that can teach. Depending on who is responsible for the production, a film can have an important message that can be spread across the world.

This is why [African cinema](#) and film production is so important. African countries such as Kenya have important stories to tell about complex histories, cultures and how people move forward after difficult times.

The problem is that many African countries need more resources to uphold their film industry. But, as the film industry has the opportunity to grow the country through relevant stories that can be shared internationally, countries such as Kenya find a way to ensure film production prevails.

The Kenyan Film Industry



Kenya, Hot Air Ballooning



The People of Kenya

For a long time, East African countries such as Kenya had little to no experience when it came to film production. Even after colonial independence, cinema was considered a foreign and Western concept.

However, television and film slowly made their way to people in the country, and more people had access. From the 1980s onwards, Kenya slowly grew in popularity in the eyes of filmmakers, as international directors favoured the country as a perfect filming location. Kenyans began to receive much more global recognition thanks to older films such as *The Human Factor* and *The Color Purple*, an acclaimed American film by Steven Spielberg. Thanks to this, Kenyans were inspired to produce films that could tell culturally relevant and vital stories.

## Film Production in Kenya

The Kenyan government has put in the effort to grow the local film industry which welcomes international filmmakers whilst paving the way for local filmmakers to thrive. With a good variety of production companies, Kenya has put many resources into their crew, technology and facilities to create an impressive list of production and post-production companies for film and television.

Covering camera equipment, lighting, editing, visual effects and more, Kenya can cater to the needs of local and international filmmakers who need to create art through the medium of film. Companies such as ProKraft Africa and Blue Sky Films Africa offer such services, boosting the quality of film production in the country.

## Connecting International Filmmakers

International filmmakers choose Kenya for its exotic shooting locations, qualified production teams and overall positive atmosphere in the film industry. The Kenyan film industry and international filmmakers must establish good relationships to achieve the best results. Companies like [African Fixer](#) connect international filmmakers with production teams and set locations in countries like Kenya. Global filmmakers have an easier time travelling to Kenya, receiving support at every step.

Such a streamlined process allows the [Kenyan film and production](#) industry to grow further, giving local filmmakers more opportunities to develop their ideas through film.

## The Impact of Kenyan Cinema

Thanks to meaningful and impactful messages, Kenyan films have managed to break the mould and shine the light on serious topics. With these efforts, the films have been praised both locally and internationally.

Themes of alienation are prevalent in films like Ragged Priest. Kenyan citizens often struggle with separation due to colonial pasts and land alienation. These factors are explored and brought to light, giving citizens a voice and recognition.

Crime, poverty and the conditions of slums in Kenya and the capital city are central themes in films like Kibera Kid. Passionate writers and directors can speak about these topics so locals feel heard and international audiences understand circumstances outside their comfort zone.

Kenya is focussing on growing and establishing the film and production industry by ensuring young talent is given many opportunities to learn about the craft of movie-making. Aspiring filmmakers can learn more about cameras, post-production, scriptwriting, editing and directing to make a significant cultural impact.

### The Power of African Film Production

Overall, Kenya has been an ideal filming location for the Western crowd. With the help of external filmmakers and companies such as African Fixer, internal directors can benefit from Kenya's location and production crews.

This, in turn, can positively influence local filmmakers to make their mark in their country and the world. Kenya is ripe with many opportunities and talent, and there is still so much potential for the country's film industry to grow.

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