This dissertation examines the use of language in Computer Mediated Communication (CMC) texts based on data from university students in Kenya and young urban professionals. The findings reveal that factors like the need to use least effort, rapidity, technical limitations, and informality play a key role in influencing the structure of messages. The dissertation further determines that characteristics of the CMC texts in Kenya involve variables such as pronunciation, spelling, abbreviation, acronyms, exclusive use of consonants, contractions, capitalization, punctuation, and codeswitching.