



2012 ANNUAL REPORT

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UNIVERSITY OF NAIROBI

COLLEGE OF HUMANITIES & SOCIAL SCIENCES

SCHOOL OF JOURNALISM & MASS COMMUNICATION

2012 ANNUAL REPORT

A. BRIEF INTRODUCTION OF THE SCHOOL

The history of professional training for journalists in East Africa dates back to the early 1960s. The intention then was to Africanize the mass media. Between 1963 and 1968, the International Press Institute ran a series of six-month training programmes in Nairobi for journalists from English-speaking African countries. To continue of these programmes the Ministry of Education approached UNESCO in 1968 to assist in setting up a more intensive training programme integrated into the University of Nairobi. Thus, the School was opened in the University as a UNESCO regional project financed largely by funds from Denmark, Norway, and Austria to cater for students from Eastern and Central Africa. Until 1979, the School offered a two-year undergraduate programme leading to a Diploma in Journalism. This earlier effort was mostly aimed at advanced-level secondary school leavers and journalists with little or no prior professional training. The courses gave practical training as well as relevant theoretical background in subjects such as mass communication, international studies, economics and government. From 1980 to-date the School offers a program leading to Postgraduate Diploma in Mass Communication, a Masters Degree in Communication Studies and from January, 2006, a Bachelor of Arts in Journalism and Media Studies. The latter program has four specializations namely, Development Communication, Public Relations, Print Journalism and Broadcast Journalism. Its recent addition to the courses bouquet is the Bachelor of Arts in Broadcast production, which was a logical progression to its long standing collaboration with the Kenya Institute of Mass Communication (KIMC), the oldest training institution for journalism and the technical fields of communication in Kenya. It true to say that the School has produced most of the top journalists, editors and media managers in the Kenyan media, as well as top managers in public relations, international organizations, and the academia. Most of the lecturers who are training at various universities in Kenya were trained at the School, as are most the public relations practitioners, and publishers. The School is synonymous with the history of excellence in journalism in Kenya and the East African Region. The School is able tap into the extensive resources of the largest College at the University of Nairobi, the College of Humanities and Social Sciences, which holds the record of having the most professors of any college in Kenya. SOJMC students are able to interact with professors from other disciplines offered at the University including sociology, anthropology, development studies, English, linguistics, political science, geography, computer science, and medicine. Currently, the school has more than 1600 students at the undergraduate, masters and



PhD levels. The first graduates of the PhD program graduated in 2011 and were quickly taken up local universities. The School was identified as one of the twelve Centres of Excellence in Communication and Media training in Africa, and the only one in Kenya

B. COURSES OFFERED

- a. Doctor of Philosophy (PhD) in Communication and Information Studies (CIS)
- b. Master of Arts in Communication Studies
- c. Bachelor of Arts in Journalism & Media Studies
- d. Bachelor of Arts in Broadcast Production

C. STUDENT ENROLLMENT; BOTH UNDERGRADUATE AND POSTGRADUATE

PhD in CIS - 8 (eight)

M.A (Communication Studies) -165 (one hundred and sixty five)

B.A (Journalism & Media Studies) - 364 (three hundred and sixty four)

B.A (Broadcast Production) -37 (thirty seven)

D. INTERNATIONAL STUDENT COMPONENT

M.A (Communication Studies) -3 (three)

B.A (Journalism & Media Studies) -3 (three)

E. RESEARCH ACTIVITIES UNDERTAKEN

- a. The Role of Development Communication for Social Change in attaining the Millennium Development Goals and Vision 2030 in Kenya
- b. Supervision and Development of research skills of master's students at the school of Journalism & Mass Communication at the University of Nairobi.
- c. The Role of Communication for Social Change as an Integral component of sanitation projects: The case of Kibera; A research project in partnership with University of Denver.
- d. Women and Youth securing peace in Kenya: Preempting election violence in Kenya in 2012

F. INTERNATIONAL LINKS AND COLLABORATIONS

- a. Dr. Ngugi, Muiro, Towards Professionalization in Kenya Journalism" Presentation at Media Training Forum of the Media Council of Kenya. May 4,2012
- b. Dr. Ngugi, Muiro, Penalists and Discussant on Report from Media and Political Communication" National Conference on the Preparedness of Kenya Towards the 2012 General Election. Hekima College. January 19-20,2012



- c. Dr. Ngugi, Muiru, "Can the media do it alone? Different Stakeholders' Challenges and the Role of Technology and Citizen Reporting" Presentation of Conflict Sensitive Journalism Experts' Roundtable organized by the international Media Support. Silver Springs Hotel.2011
- d. Dr.Muiru Ngugi-International Media Support (IMS),a Denmark based organization on Experts in conflict sensitive Journalism
- e. Dr.Karambu Ringera-School of Media, Film and Mass Communication,Denver University and the School of Journalism & Mass Communication,University of Nairobi:*The Kibera Sanitation Research Project*
- f. Dr.George Nyabuga-University of Witwatersrand (South Africa) and DEMOS (Guatemala) on *Sub-Saharan Africa Expert Meeting on Freedom of Expression and the Internet-*
- g. Dr.Wairimu Gichohi-Exchange Visitor, Kansas State University (USA)

G. PUBLICATIONS FOR THE YEAR

- a. Jwan, J O,Ngugi Muiru;Ngewa,Beautrice; and Njoroge, Catherine 2010(Forthcoming). Communication skills for university students(Tentative Title). Nairobi: Longhorn , Kenya
- b. Dr. Kiai,Wambui and Ngugi, Muiru,2012(Forthcoming) *Media Veterans: 70 Years of Journalism in Kenya*. Nairobi: School of Journalism and Mass Communication, University of Nairobi.
- c. Dr. Ngugi, Muiru, Charles, 2011. *On Freedom and Development and Place of Theology in Africa*"Foreword to Bundi Mutongu,Zablon 2011: *Theology of Development*.Nairobi:Nairobi Academic Press
- d. Dr. Ngugi, Muiru, 2012. *From Fetters to Freedom:Media Regulation in Kenya*" Media Council of Kenya 2012. *The Long Walk to Media Freedom* Nairobi:MCK
- e. Dr. Ngugi, Muiru, 2011 Foreword to Dr. David Mulwa's book,*Learning from Experience*, Limuru:Paulines Publications, February 2011
- f. Dr.George Nyabuga-*Planning Journal-Media and Diversity* Journal in conjunction with Africa Woman and Child Features
- g. Dr.Muiru Ngugi-Editing a book *Media Veterans*
- h. Dr.George Nyabuga-*Planning Journal-Media and Diversity* Journal in conjunction with Africa Woman and Child Features
- i. School of Journalism & Mass Communication-SOJ TIMES Magazine

H. CONSULTANCIES UNDERTAKEN

- a. Edwin Nyutho- Training Course on media and human rights Media Council of Kenya
- b. Peter Oranga is working with Internews to train journalists in Trends and Techniques of Professional Coverage of Elections
- c. Peter Oranga is a Lead consultant for TSC in producing a documentary for empowering HIV+ teachers to continue serving within TSC
- d. Edwin Nyutho -Nomination as a member and chairperson of the 2012 Kalasha Film and Television Awards Nomination Academy
- e. Kamau Mubuu-(IDRC) CASELAP- Access to land and land based resources by women in East Africa (Kenya and Tanzania)
- f. Kamau Mubuu-research (COVAW)-Gender dimensions of witchcraft and their impact on women rights in Kisii County, Kenya
- g. Kamau Mubuu-Training (MSTCDC)-Arusha Tanzania-BA in development studies (KIMMAGE Centre
- h. Kamau Mubuu-Training (MSTCDC)-Arusha Tanzania-Project planning and management-regional NGO capacity building
- i. Kamau Mubuu-Training UNITID Fellowship Programmes in UON
- j. Magayu Magayu-Editing the Mozambique Plan of Action for the African Population and Health



Research Centre (APHRC)

I. NO. OF STAFF AND DESIGNATIONS

Professor	-2
Associate Prof.	-0
Senior Lecturer	-2
Lecturer	-14
Administrator	-1
Technologists	-5
Secretary	-2
Clerk	- 1
Messenger	- 1

J. NUMBER OF GRADUANDS

M.A (Communication Studies) -111 (one hundred and eleven)

B.A (Journalism & Media Studies) -129 (one hundred and twenty nine)

K. OTHER ACTIVITIES

- School of Journalism students participation on HIV/AIDS awareness during the world AIDS day on 1st December 2012
- The School has been organizing monthly media roundtable discussions with practitioners from the industry supported by several partners like Media Focus on Africa, Nation Media Group, Media Council of Kenya among others
- Two lecturers from the School of Journalism recently attended a two-week training workshop by Deutsche Weller Akademie from May 29 to June 01 in at Daystar University. The 10-day 'Train-the-Trainers' workshop was attended by participants drawn from several African countries, and was conducted by trainers from Germany.
- SOJMC students participated one broadcast of the BBC World Service (**students were exposed to practical international live broadcasting in two countries, Kenya and Cote D'Ivoire, and they got to learn from international journalists**).
- Samwel Kamau -Editorial Advisory Board for Maths Today Magazine
- Samwel Kamau -Board of the Big Issue Kenya(TBIK) Social Justice Magazine
- Dr. Muiru Ngugi , Appointed Principal Researcher on training and welfare needs and working conditions of journalists in Kenya.

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