Growing Communication Scholarship

Looking to the past with gratitude, the present with passion, the future with hope

Conference Venue:
Daystar University
Nairobi, Kenya

Conference Dates:
CHRIST IN MY HEART... THAT’S THE DIFFERENCE!

...until the day dawn and the DAYSTAR arise in your hearts.  
(2 Peter 1:19)

INTRODUCING

- B.A. Laws (LLB)
- B.A. Monitoring & Evaluation
- M.B.A. Supply Chain Management
- M.Sc. Economics
- M.A. Diplomacy, Development & International Security
- M.Ed. Planning & Administration
- M.Ed. School Psychology

SCHOOL OF ARTS & HUMANITIES

DIPLOMA PROGRAMME
- Peace and Conflict Transformation

UNDERGRADUATE PROGRAMMES
- Bachelor of Arts
  - B.A. Peace & Conflict Transformation
  - B.A. International Relations & Security Studies
- Bachelor of Education (Regular & School Based)
  - B.Ed. Religious Studies
  - B.Ed. English (Language & Literature)
  - B.Ed. Business Studies
  - B.Ed. Kiswahili
  - B.Ed. Computer Science
  - B.Ed. Economics
  - B.Ed. Mathematics
  - B.Ed. Music
  - B.Ed. Early Childhood Development

POSTGRADUATE PROGRAMMES
- Postgraduate Diploma in Education (PGDE) offered during April, August and December school holidays.

SCHOOL OF COMMUNICATION LANGUAGE & PERFORMING ARTS

CERTIFICATE COURSE
- Graduated Certificate Course in Music

DIPLOMA PROGRAMME
- Dip. Communication
- Dip. Music

UNDERGRADUATE PROGRAMMES
- Bachelor of Arts
  - B.A. Music
  - B.A. Technical & Professional Communication
  - B.A. Communication (Public Relations, Electronic Media, Print Media or Advertising)

POSTGRADUATE PROGRAMMES
- M.A. Communication
  - M.A. Media Studies, M.A. Development Communication and M.A. Corporate Communication
- Ph.D. Communication
  - Ph.D. Media Studies, Ph.D. Development Communication, Ph.D. Corporate Communication and Ph.D. Human Communication,

SCHOOL OF SCIENCE, ENGINEERING & HEALTH

UNDERGRADUATE PROGRAMMES
- Bachelor of Science
  - B.Sc. Nursing (Direct entry, Diploma to BScN)
  - B.Sc. Applied Computer Science
  - B.Sc. Environmental Health
  - B.Sc. Actuarial Science
  - B.Sc. Biomedical Science

CERTIFICATE PROGRAMMES (3 Months)
- Child Development
- Child Therapy
- Family Studies
- Contemporary Issues in Family Studies

UNDERGRADUATE PROGRAMMES
- Bachelor of Arts
  - B.A. Psychology & Counseling
  - B.A. Community Development (Integrated Option)

POSTGRADUATE PROGRAMMES
- Postgraduate Diploma in Child Development
- Master of Arts
  - M.A. Counseling Psychology
  - M.A. Community Development
  - M.A. Monitoring & Evaluation
  - M.A. Child Development Programme with concentrations in Integrated Studies, Family Studies and Child Therapy
- Ph.D. Clinical Psychology

SCHOOL OF HUMAN & SOCIAL SCIENCES

UNDERGRADUATE PROGRAMMES
- Bachelor of Commerce
  - B.Com. Accounting
  - B.Com. Business Administration & Management
  - B.Com. Marketing
  - B.Com. Purchasing & Business Logistics
  - B.Com. Management Information Systems
- B.Sc. Economics

POSTGRADUATE PROGRAMMES
- Master of Business Administration (MBA)
  - MBA Strategic Management, MBA Human Resources Management, MBA Finance, MBA Marketing,
  - MBA Project Management, MBA Entrepreneurship

For enquiries, email: registrar@daystar.ac.ke OR info@daystar.ac.ke
Or call us on: 0716170313, 0716170198, 0709972000 (30 lines)
0724256408/9

f daystar-university-official t @daystaruni w www.daystar.ac.ke

THE UNIVERSITY WITH A DIFFERENCE!
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ICAfrica2016 Conference Timetable, Presenting Multiple Days’ Schedule at a Glance 44
When in NAIROBI do not forget to...

Visit a Maasai Market - on any given day of the week, somewhere in Nairobi, there's an open air market of hand-crafted crafts commonly referred to as a “Maasai Market”. It's recommended you visit with a local to do the bargaining for you, but you can be sure to find some good finds here, whether it's jewellery, clothing, carvings, statuettes or beadwork, you'll find a little piece of Nairobi to take back home with you.

Try Nyama Choma at the Carnivore! - the typical Kenyan barbeque. Usually consisting of goat meat served with other delicious treats such as ugali and kachumbari (ask for the extra hot at your own peril though hot, means better!). Also try the various meat products of the barbeque as well as authentic Kenyan dishes. Visit with a local for best experience (not necessarily the nyama choma kind).

Keep your Valuables with You - in Nairobi it's better safe than sorry because you will yearn to come back - someday.

Indulge in some Kenyan Tea or Coffee - ask for Chai or Kahawa (if not careful about the pronunciation you might be soliciting for a bribe or asking for a cough syrup!!) but relish the great flavour and aroma of one of nature's most beautiful gifts. And while you're at it, sample some Mandazi or Samosa.

Kiss a Giraffe! - the Giraffe Centre breeds the endangered Rothschild Giraffe. Part of their program involves feeding the giraffes and you have the option to KISS a giraffe in the process.

Adopt an Elephant! - at the The David Sheldrick Wildlife Trust: a haven for elephant orphans rhinos and other animals. Sadly, with the current rate of poaching, this might be your only contributon to preserving these majestic species. Visit and fondle the baby orphaned elephants and rhinos. Show some LOVE!

Walk! at the Kenya Wild Service Nature Trail. This is an amazing way to view the animals up close as you burn away all the accumulated “nyama choma” calories, OR better still, book for an early morning or evening game drive in the park" within the city".

Get to the Top - the Kenya International Conference Centre offers one of the best 360 degree views of the city of Nairobi in all its sun-bathed splendour, from the concrete jungle to the great savanna of the National Park (at a fee of course!)

Bargain! Yes, Bargain, Bargain and AGAIN bargain, all for a worthy GAIN. And whilst at it don't forget to carry change, it helps Drive the Bargain!

Enjoy, Relax, Unwind and do not complain. Remember, we are a cosmopolitan city like any other.

....or apply for citizenship (you just never know).
ICAfrica 2016 International Organizing Committee

1. Dr. Laura Sawyer – ICA Executive Director – January 2016 to present
4. Prof. Peter Vorderer – ICA President 2014 – 2015
5. Prof. Francois Cooren – ICA President 2010–2011
7. Prof. Leslie Steeves – 2016 Special Issue Editor, Communication, Culture and Critique
8. Prof. Dave Ewoldsen, Editor, Annals of the International Communication Association
ICAfrica 2016 Regional Conference Sponsors

- IA International Communication Association
- Health Communication Capacity Collaborative
- Daystar University
- Bluewave International
- Daystar University Alumni Association
- Institut Catholique de Kibagaya - Rwanda
- African Council on Communication Education (ACCE) Chapters
- Master Communicators Welfare Association
- East African Communication Association
- AFRICAN JOURNALISM STUDIES
- Chandaria Foundation
- NABALEKA
- Private Universities Research Consortium of Kenya
- SACOMM South African Communication Association
- MastPark Hotel - Nairobi
- Silver Springs Hotel
ICAfrica 2016 Local Organizing Committee

Daystar University Leadership
1. Dr. Timothy Wachira – Vice Chancellor
2. Prof. James Kombo – DVC Academic Affairs
3. Jomo Gatundu – DVC Finance and Administration

ICAfrica LOC Members
1. Prof. Levi Obonyo
2. Sr. Prof. A. L. Lando
3. Prof. Michael Bowen
4. Prof. Mike Kuria
5. Prof. Rebecca Oladipo
6. Prof. Faith Njuru
7. Prof. Bala Musa
8. Dr. Donald Smith
9. Dr. Rosemary Kowuor
10. Dr. Samuel Muriithi
11. Dr. Rahab Nyaga
12. Dr. Paul Mbutu
13. Dr. Beatrice Mbogoho
14. Dr. Dorothy Nguroge
15. Evans Amata
16. Anthony Okuku
17. Joshua Musyimi
18. Ken Williams Nyakomittah
19. Patrick Muriuki
20. Nathan Masambu
21. Joy Kibarabara
22. Joab Namai
23. Boaz Bichage
24. Eunice Ndung’u
25. Jean Murungi
26. Philippe Tinega
27. Julius Muli
28. Harrison Njuguna
29. Don Awene
30. Celine Otieno
31. Wangeci Kanyeki
32. Stella Mwangi
33. Millicent Muriithi
34. Andrew F. Balondemu
35. Magdalene Jerotich
36. Britto John
37. Sr. Christine Masivo
38. Angela Bor
39. Mary Gathoni
40. Miriam Ayleko
ICA is proud to support the first cosponsored regional conference in Africa.

INTERNATIONAL COMMUNICATION ASSOCIATION

With over 4,000 members worldwide, think of all the possibilities. Membership includes subscriptions to our professional journals, a discounted rate to our annual conference, eligibility for conference travel grants, and more! Join today!
Welcome!

to the 2016 International Communication Association Africa Regional Conference

On behalf of the International Communication Association I welcome you to ICAfrica, the first ever ICA regional to be held on the continent of Africa!

ICA is the premier academic association for scholars engaged in the study, teaching, and application of all aspects of human and mediated communication. ICA began more than 60 years ago as a small organization of U.S.-based researchers. Today, we number more than 4,300 members representing more than 80 countries.

Conferences offer an effective and efficient way to facilitate intellectual discussion, foster collaboration, and socialize and train the next generation of researchers. ICA has a robust annual conference that regularly draws more than 2000 attendees. However, many scholars from around the world are unable to attend the annual meeting due to scheduling, location, or finances. For this reason, ICA has encouraged and sponsored more intimate and accessible regional conferences across the globe.

We could not be more proud of the work of our ICA colleague Sr. Prof. Agnes Lucy Lando and the members of the ICAfrica local organizing committee. They have labored tirelessly to make this meeting vibrant, engaging, inclusive, and intellectually stimulating. We offer our sincerest thanks for the work of these individuals, the participation of the co-sponsoring organizations and industries, and the generosity of Daystar University.

We hope that you enjoy your time in Kenya!

Amy Jordan, Ph.D.
ICA President 2015–2016
Greetings!

On behalf of Daystar University Council, Senate, Management, and on my own behalf, I take this opportunity to welcome you to Daystar University, Nairobi Campus. To some of you this might be your first time to Kenya and to some, first time in Africa. It is my pleasure to welcome you.

Daystar University is honored to host this International Communication Association (ICAfrica 2016 Conference), seeing that this is the first time the conference is being held in Africa.

The University boasts of over 40 years of training and research in Communication. Over the years, our graduates have continued to shape the communication landscape in Africa and the world as academicians, researchers and media personalities among others. Also a number of our faculty members sit in various policy making forums in this Nation.

As a private university, our growth has been significant; from offering Communication and Theology only, when we began in 1974, to now over 22 degree programmes which include: Sciences, Arts and Humanities, Human and Social Sciences, and Business and Economics. It is worth noting that Daystar University was the first private university in Kenya to introduce Ph.D. in Communication in this region.

Finally, allow me to thank the ICA Executive Committee for choosing to hold the conference in Kenya and in particular, at Daystar University, and the local organizers of this conference, steered by Sr. Prof A. L. Lando for the relentless effort they have put in to make this event possible. I also wish to congratulate Sr. Prof Lando for being nominated the Executive Committee of ICA and elected to ICA’s CAM International Liaison person.

Kenya is a vast country with many resources, a rich cultural diversity and beautiful sceneries. I hope you will find time to tour more than just Nairobi during your stay. I wish you a good stay.

Welcome to Nairobi! Welcome to Daystar!

God bless you.

Dr. Timothy Wachira
Vice Chancellor, Daystar University
Karibu Africa! Karibu Kenya!

That ICA is eventually holding a regional co-sponsored conference in Africa, and Kenya in particular, is a God-granted opportunity. Two years ago, during the ICA Conference in Seattle, Washington (2014), and in San Juan, Puerto Rico (2015), ICA begun reflecting on the possibility of holding a regional conference in Africa. That discussion has come to pass, two years later, and we are now saying KARIBU (welcome)! KARIBU Kenya! KARIBU Africa!

I am most grateful to God and ICA for bringing ICA to Africa so that the good that ICA offers “out there” can also be experienced by African Communication scholars and researchers who, for one reason or another, are unable to travel to different parts of the world for the annual ICA or other reputable conferences.

On behalf of the Local Organizing Committee (LOC), I thank ICA Executive for bringing ICA to Africa. Hongera! (Congratulations). I also thank the ICA Executive under the leadership of Dr. Laura Sawyer (ICA Executive) and Prof. Amy Jordan (ICA President 2015 - 2016) for giving all for ICA to come to Africa.

With more than 100 papers peer reviewed presented makes ICAfrica 2016 indeed historic!

To one and all, welcome to the historic ICAfrica Regional Conference! Thank you ICA! Thank you Daystar University! Thank you Africa! Thank you Kenya! Feel at home! God bless you.

To God be the Glory and Honor!

Sr. Prof. A. L. Lando

ICAFrica 2016, Conference Convener,
MSc/MA Degree
Global Media and Communications
(LSE and the University of Cape Town)

New for 2017 entry

This unique two year programme enables students to study for one year at LSE in London, the UK’s media capital, and one year at the University of Cape Town (UCT) – the highly-ranked university on the African continent with close links to Cape Town’s media and film industry and NGO sector.

lse.ac.uk/globalMediaCT
cfms.uct.ac.za/mamscc-global-media
ICAfrica2016 Conference Programme

Conference Theme
Growing Communication Scholarship:
Looking to the Past with Gratitude, the Present with Passion, the Future with Hope

Conference Venue – Daystar University, Nairobi Campus

Tuesday 18th October 2016 – Welcome dinner
Venue: Silver Springs Hotel, Nairobi
Time: 18:45hrs – 23:00hrs

Moderator: Rosemary Kowuor (Daystar University, Kenya)

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tbody>
<tr>
<td>15:00hrs</td>
<td>Registration Booths Open</td>
<td>Ostrich Hall</td>
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<tr>
<td>17:00hrs</td>
<td>Pick up of delegates from Panafric Hotel to Silver Springs Hotel</td>
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<tr>
<td>18:45hrs</td>
<td>Prayer by Chaplain, Daystar University</td>
<td>Rev. Steven Nduto</td>
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<td>Entertainment by Afrizo</td>
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<tr>
<td>18:55hrs</td>
<td>Welcome by ICAfrica Local Organizing Committee Coordinator</td>
<td>Sr. A. L. Lando</td>
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<tr>
<td>19:05hrs</td>
<td>Welcome by DVC - Academic Affairs, Daystar University</td>
<td>Rev. Prof. James Kombo</td>
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<tr>
<td>19:15hrs</td>
<td>Welcome by the ICA International Organizing Committee</td>
<td>Amy Jordan – ICA President 2015 – 2016</td>
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<tr>
<td>19:30hrs</td>
<td>Dinner</td>
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Guests depart at their leisure

MSc/MA Degree
Global Media and Communications
(LSE and the University of Cape Town)

This unique two year programme enables students to study for one year at LSE in London, the UK’s media capital, and one year at the University of Cape Town (UCT) – the highly-ranked university on the African continent with close links to Cape Town’s media and film industry and NGO sector.

lse.ac.uk/globalMediaCT
cfms.uct.ac.za/mamsc-global-media
**Day One:**  Wednesday 19th October 2016  
**Venue:**  Daystar University

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>07:00hrs</td>
<td>Registration Booth opens (remains open throughout the day)</td>
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<tr>
<td>07:30hrs</td>
<td>Pick up of delegates from Panafric Hotel to Daystar University, Nairobi campus</td>
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**PLENARY SESSION:**  Venue: DAC Auditorium (Ground Floor)

**Moderator:**  Levi Obonyo, Daystar University

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<th>Time</th>
<th>Event</th>
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| 08:45hrs - 08:55hrs | Devotion and Prayer  
Rev. Steven Nduto |
| 08:55hrs - 09:05hrs | Preliminary Remarks by ICAfrica Local Organizing Committee Coordinator  
Sr. A. L. Lando, Daystar University |
| 09:05hrs - 09:15hrs | Welcome Message  
Daystar Vice Chancellor – Dr. Timothy Wachira |
| 09:15hrs - 09:35hrs | ICA Journey to Africa – How and Why are we here?  
Amy Jordan, Immediate Past President (2015 -2016) |
| 09:35hrs - 09:45hrs | Q & A / Comments - the ICA Executive Committee  
Amy Jordan, Immediate Past President (2015 -2016)  
Peter Vorderer – Past President (2014-2015)  
Paula Gardner – Incoming President (2017-2018) |
| 09:45hrs - 09:50hrs | Introduction of the Keynote Speaker  
Monica Chibita - EACA President |
| 09:50hrs - 10:20hrs | Keynote Speaker  
Prof. Gadzekpo Audrey (University of Ghana)  
**Topic:** Reinvigorating the academic agenda for democratic consolidation in Africa |
| 10:20hrs - 10:30hrs | Q & A/Comments |
| 10:30hrs - 11:00hrs | Official Opening of ICAfrica2016 Conference  
Dr. Fred Matiangi - Cabinet Secretary for Education |
| 11:00hrs | Photo Session (in front of the DAC building) |

**Tea break**  
Tea will be served in front of the Auditorium & 1st floor, DAC Building
**12:00hrs – 13:00hrs PARALLEL SESSION 1 – DAC 105**

**Theme:** Environment, Climate Change and Crisis/Risk Communication

**Chair:** Michael Bowen, Daystar University

**PRESENTATIONS:**

1. Communication: Tool for ethnic conflict management – A case of Mau Forest, Kenya  
   Faith Nguru (Riara University) and Victor Boiyo (Riara University)
2. Transformational Philanthropy: Factors that drive corporate social responsibility funds to environmental care in Kenya  
   Rahab Njeri Nyaga (Pan Africa Christian University, Kenya)
3. Assessing the effectiveness of crisis managers’ strategies on natural disasters’ communication in Uganda  
   Caroline Nabuzale (Jomo Kenyatta University of Agriculture and Technology, Kigali Campus, Rwanda)
4. Peace Journalism: salient model for conflict resolution and future with hope  
   Vivens Hitiyaremye – (Institut Catholique de Kabgayi, Rwanda)

**12:00hrs – 13:00hrs PARALLEL SESSION 2 – DAC 107**

**Theme:** Research and Media Ethics

**Chair:** John Ayodele Alonge, University of Nairobi

**PRESENTATIONS**

1. Tempering ethical culpability and academic programming in understanding Kenya’s print media: A case study The Standard and Nation newspapers  
   Winston J. Akala (University of Nairobi) and Agnes Lucy Lando (Daystar University, Kenya)
2. Meeting The Global Standards For Academic Writing: A Case Of Postgraduate Students' Theses Writing At Daystar University –  
   Rebecca Oladipo (Daystar University, Kenya)
3. An Exploratory Study on Knowledge Gap Among Kenyans in Nairobi  
   Kioko Ireri (United States International University–Africa – Kenya) and Jimmy Ochieng (United States International University–Africa – Kenya)
4. Reading: not just means but also method? (not just vehicle but also experience?)  
   Anthea Garman (Rhodes University South Africa)
### PARALLEL SESSION 3 – DAC 403

**Theme:** Journalism  
Chair: Sylvia Tuikong, Daystar University  

<table>
<thead>
<tr>
<th>Presentations</th>
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| 1. Questioning the media–democracy link: South African Journalists’ views  
Herman Wasserman (University of Cape Town, South Africa), Tanja Bosch (University of Cape Town, South Africa) and Wallace Chuma (University of Cape Town, South Africa)  
2. “(Re–) building collective memory and commemoration in post-Soviet Kyrgyzstan: Analysis of Media Coverage of the “Urkun” Uprising”  
Elira Turdubaeva (American University of Central Asia, Bishkek, Kyrgyzstan)  
Gladys Muasya (Arizona State University)  
4. How do journalists with journalism education in seven African countries perceive their occupational roles – and who do they trust? Results from a first comparative analysis  
Arnold S. de Beer (Stellenbosch University South Africa), Sarah Bomkapre Kamara (University of Munich, Germany), Levi Zeleza Manda (Blantyre International University, Malawi) and Levi Obonyo (Daystar University, Kenya) |

### PARALLEL SESSION 4 – DAC 404

**Theme:** Journalism & Peace Journalism  
Chair: Mel Bunce, City University of London  

<table>
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<tr>
<th>Presentations</th>
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| 1. What makes news articles viral? An investigation of the impact of news factors on highly shared news articles  
Larissa Leonhard (LMU Munich, Germany), Veronika Karnowski (LMU Munich, Germany) and Anna Sophie Kümper (LMU Munich, Germany)  
2. A Longitudinal Study of Conflict Resolution  
Stephen M Croucher (University of Jyväskylä, Finland)  
3. The framing of peace-building by United Nations radio in DR Congo and South Sudan  
William Tayebwa (Makerere University, Uganda)  
4. Leadership training programs, inter-ethnic conflict resolution and the youth  
Paul Mbutu (Daystar University, Kenya)  
5. Journalism as a female profession  
Viktorija Car (The University of Zagreb, Croatia), Karolina Leakovíc (The University of Zagreb, Croatia), Anja Stević (The University of Zagreb, Croatia) and Jelena Stipović (The University of Zagreb, Croatia) |

13:00hrs - 14:00hrs **Lunch**
### PARALLEL SESSION 5 - DAC 105

**Theme:** Social / New Media  
**Chair:** Charity Waithima, Daystar University, Kenya

**PRESENTATIONS**

1. The usage of social media among young adults living in Nairobi, Kenya: Only entertainment or contributions to societal change?  
   *Piia Jäntti (University of Jyväskylä Finland) and Stephen M. Croucher (University of Jyväskylä Finland).*

2. From placards to hashtags: The changing environment of activism in Kenya  
   *Gloria Anyango Ooko (Moi University, Kenya).*

3. A second look at the liberative potential of the new media in Kenya and Uganda  
   *Monica B. Chibita (Uganda Christian University, Uganda).*

4. Gendered socialization and Facebook communications among the youth in Kenya  
   *Ruth Kendagor (Karatina University, Kenya), Lynete Mukhongo Lusike (Moi University, Kenya) and Abraham K. Mulwo (Moi University, Kenya).*

### PARALLEL SESSION 6 - DAC 107

**Theme:** Social / Digital Media  
**Chair:** Cornelius Pratt, Temple University, USA

**PRESENTATIONS**

1. New Media, Old Addictions: Explaining teenage engagement on social network sites in Nairobi, Kenya  
   *Geoffrey S. Sikolia (Kenya Methodist University), Hellen K. Mberia, Jomo Kenyatta University of Science and Technology, Kenya) and Okumu-Bigambo, W., (Moi University, Kenya).*

2. On Social Media Mobility: How African foreign ministries can best utilize digital diplomacy  
   *Ilan Manor (University of Oxford, England).*

3. Networked communication and self-Identity among young Kenyans  
   *Narciso Cellan (Tangaza University College, Kenya) and Melinda Lumanta (University of the Philippines Open University, Philippines).*

4. Democratisation, mobile communication and digital networking in Malawi  
   *Bruce Mutsvairo (Northumbria University, UK).*
Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

Introducing and Chairing the Research Escalator Session – Amy Jordan, University of Pennsylvania, USA

Theme: Media

PRESENTATIONS

1. The Role of Radio and Mobile Phone in Linking Rural Farmers With Market Information  
   Eric Kadenge (Daystar University, Kenya)

2. Mobile telephony and journalistic practice: A study of a Kenyan Newsroom  
   Wambui Wamunyu (Daystar University, Kenya)

3. The doctrine of media criticism is highly compromised by the high value and importance audiences attach to media texts/ media houses  
   Miriam Ayieko (Daystar University, Kenya)

4. Black Women in Digital Media Technology Education and Professions  
   Ashla C. Hill Roseboro (Howard University, USA)

5. An analysis of how public broadcast media in Zimbabwe provides space for children to express their views on national issues  
   Regis Nyamakanga (Daystar University)

6. To Ban or Not to Ban: An analysis of the Kenya Film and Classification Board’s recent TV Ads Ban  
   Joy Kibarabara (Daystar University, Kenya)

MENTORS

• Peter Vorderer (University of Mannheim, Germany)
• Ralph A. Akinfeleye (University of Lagos, Nigeria)
• Amy Jordan (University of Pennsylvania, USA)
• Nnamdi Tobechukwu Ekeanyanwu (University of Uyo, Nigeria)
• Monica B. Chibita (Uganda Christian University, Uganda)
• John N. Malala (University of Central Florida, USA)
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Introducing and Chairing the Research Escalator Session – Akingbade Olutobi (Rhodes University, Grahamstown, South Africa)

<table>
<thead>
<tr>
<th>Theme: Media</th>
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**PRESENTATIONS**

1. **The effect of pervasive television viewing on children’s sleep and social habits: A study of 10–14 years old children in Nairobi and Athi River**
   *Wangeci Kanyeki (Daystar University, Kenya)*

2. **Accelerating Kenya’s digital media content generation and distribution: Then, now and in the future**
   *Emmanuel Wanyonyi Sikuku (Daystar University, Kenya)*

3. **The impact of improper social media use on university students’ way of life in Kenya**
   *Christine Masivo (Daystar University, Kenya)*

4. **The image of Africa in foreign media: An analysis of how media influence citizen perception**
   *Christine Wandolo (Daystar University, Kenya)*

5. **#SomeoneTellCNN: Media accountability from the perspective of Kenyans on Twitter**
   *David Cheruiyot (Karlstad University, Sweden)*

6. **Mobile Learning: The use of WhatsApp, a social media platform, as an instruction tool for teaching and learning writing in universities in Kenya**
   *Brenda Wambua (Daystar University, Kenya)*

**MENTORS**

- Joyce Omwoha (The Technical University of Kenya – Kenya)
- Mugur Geana (University of Kansas Lawrence, USA)
- Leslie Steeves (University of Oregon, USA)
- Bala Musa (Azusa Pacific University, USA)
- Mike Kuria (Daystar University) Donnalyn Pompper (Temple University, USA)
- Donnalyn Pompper (Temple University, USA)
<table>
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<tr>
<th>15:00hrs –16:00hrs</th>
<th>PARALLEL SESSION 9 – Venue DAC 105</th>
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<tbody>
<tr>
<td><strong>Theme:</strong></td>
<td><strong>Health Communication</strong></td>
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<tr>
<td><strong>Chair:</strong></td>
<td>Kehbuma Langmia, Howard University, Washington DC, USA</td>
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**PRESENTATIONS**

1. *It’s safer in the wrap: Engaging peer educators to promote condom use for dual protection among youth in Uganda.*
   

2. *Barriers and facilitators of Black patients' enrollment in cancer clinical trials*
   
   Joseph Erba (University of Kansas Lawrence, USA) and Mugur Geana (University of Kansas Lawrence, USA)

3. Mapping HIV/AIDS awareness through media in Delhi slums
   
   Vir Bala Aggarwal (Himachal Pradesh University Shimla, India) Happy Jeji (Punjabi University, Patiala, India)

4. Public Exposure to Information about Cancer on Social Media: An Exploratory Study of Lagos and Nairobi
   
   Job Mwaura (Moi University, Kenya) and Kadiri Kehinde Kadijat (University of Ilorin, Nigeria)

5. *Peer Communication and Sexual Behavior among Debra Birhan University Students, North Shewa, Ethiopia: A Qualitative Study*
   
   Takele Gezahegn (Debra Birhan University, Ethiopia), Zewdie Birhanu (Jimma University, Ethiopia), Mamusha Aman (Jimma University, Ethiopia), Muluchen Dessalegn (AMREF Director, Debra Birhan, Ethiopia)

<table>
<thead>
<tr>
<th>15:00hrs –16:00hrs</th>
<th>PARALLEL SESSION 10 – DAC 107</th>
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<tbody>
<tr>
<td><strong>Theme:</strong></td>
<td><strong>Risk and Crisis Communication</strong></td>
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<tr>
<td><strong>Chair:</strong></td>
<td>Asare Okae-Anti (University of Education, Winneba, GHANA)</td>
</tr>
</tbody>
</table>

**PRESENTATIONS**

1. *Sex and Drugs in the Digital Hood: An examination of adolescent risk behavior on social media*
   
   Robin Stevens (University of Pennsylvania, USA), Amy Bleakley (University of Pennsylvania, USA), Sally Kong (University of Pennsylvania, USA), Ciarra Lawson (University of Pennsylvania, USA), Kahaari Kenyatta (University of Pennsylvania, USA), Leah Cooper, Bridgette Brawner (University of Pennsylvania, USA) and Stacia Gilliard-Matthews (University of Pennsylvania, USA)

2. Impact of crisis managers’ strategies on natural disasters’ risk and recovery in Uganda
   
   Caroline Nabuzale – Jomo Kenyatta University of Agriculture and Technology, Rwanda.

3. Aspects of Oral Literature in the Kenyan Media
   
   Regina Muthoni Gachari (Daystar University, Kenya)

4. Patterns of communication within the family structure of the Akamba culture
   
   Jane Awiti (Daystar University, Kenya)
15:00hrs – 16:00hrs  PARALLEL SESSION 11  – DAC 403

**PANEL I**  
**Terrorism and media in Africa—cross-disciplinary perspectives**

Panel Conveners:  
Monika Kopytowska (University of Lodz, Poland) & Victor Bwire (Media Council of Kenya)

**PRESENTATIONS:**

1. Mass media and terrorism: professionalism, responsibility, and duty  
   *Amar Bashir Nour Eldaim Mohammed (University of Bahri, Sudan)*

2. France 24: multilingual media scapes and representations of the Maghreb  
   *Tom Bruyer (Ghent University, Belgium)*

3. Radio news to better understand a terrorist crisis context: the case of studio Tamani in Mali  
   *Christoph Spurk (Zurich University of Applied Sciences, Switzerland) and Guido Keel (Zurich University of Applied Sciences, Switzerland)*

4. Is Kenya “a hotbed of terror”? Context, ideology and distance in the news media  
   *Monika Kopytowska (University of Lodz, Poland) & Ramadhan Rajab (University of Nairobi)*

5. Terrorism and violent extremism in Kenya  
   *Victor Bwire (Media Council of Kenya)*

6. Panic attack: representation of terror and war in Kenya’s media  
   *George Nyabuga (University of Nairobi, Kenya)*

7. Media construction of terrorism in Kenya and implications on counter-terror strategies  
   *Joseph Wasonga (Kenyatta University, Kenya)*

8. *Discourse analysis of ideological construction of faith, freedom, and terrorism in Africa  
   *Yusuf Kalyango Jr., (Ohio University, USA) & Volha Murashka, Ohio University, USA)*

9. *Boko Haram and gender-specific issues related to extremism and asymmetric warfare and media representations  
   *Jacob Zenn (The Jamestown Foundation in Washington DC, USA)*

10. *The legality of the selected extraordinary measures applied by states during anti-terrorist operations: the international legal context  
    *Marek Jan Wasiński (University of Łódź, Poland)*

11. *Conceptualizing terrorism in the legitimization/delegitimization of political violence  
    *Adam Hodges, Carnegie (Mellon University, Qatar)*

15:00hrs – 16:00hrs  PARALLEL SESSION 12  – DAC 404  PANEL

**PANEL II**  
**Critical Perspectives on the interrelations between New Media and Processes of Socio-cultural and Political Changes in contemporary Sub-Saharan Africa**

Convener:  
Poul Erik Nielsen (University of Aarhus, Denmark)

**PRESENTATIONS:**

1. Negotiating gender roles through media  
   *Jessica Gustafsson (Aarhus University, Denmark)*
2. How does the appropriation of new media challenge generational and gender power relations in urban and rural Kenya?
  Paul Erik Nielsen, Aarhus University, Denmark, Chepngetich Sambu (Moi University (Kenya) and Evans Chumo – (Moi University, Kenya)

3. Reconfiguring the Public-Sphere: Social Media and the New Forms of Democratization in Kenya
  Abraham Kiprop Mulwo (United States International University – Africa, Kenya)

4. Towards a non-essential understanding of interpretative communities
  Norbert Wildermuth (Roskilde University, Denmark)

5. Healthy Connections? Approaching media ethnography through diabetes in a colored township in Cape Town
  Nanna Schneidermann (Oslo and Akershus University College of Applied Sciences, Norway)

6. Social Media Consumption in Kenya
  Maria A. Canudo (United States International University, Africa – Kenya)

16:00hrs –17:00hrs PARALLEL SESSION 13  – DAC 105

<table>
<thead>
<tr>
<th>Theme:</th>
<th>Development Communication</th>
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<tbody>
<tr>
<td>Session Chair:</td>
<td>Bruce Mutsvairo (Northumbria University, UK)</td>
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</table>

PRESENTATIONS

1. Securing a sustainable food secure Kenya through Communication initiatives: The FEWS NET – KFSSG link
   Lucy Wanjiku Gichaga (United States International University, Africa – Kenya)

2. Folk Media and Diffusion of Agricultural Innovations in Oju LGA of Benue State, Nigeria: Implications for Rural Development
   Patience Onokutu, (University of Agriculture, Makurdi, Nigeria) and Ogbu, Benjamin Ejuwa (Benue State University, Makurdi, Nigeria)

3. The Role of Traditional Media in Rural Development: A Study of Selected Communities in Imo State, Nigeria
   Nwachukwu Irene C. (Federal Polytechnic, Nekede, Nigeria) and Okiyi, Godswill O. (Federal Polytechnic, Nekede, Nigeria)

4. The Role of Radio in Developing Rural Communities: A Study of Selected Communities in Imo State, Nigeria
   Nwachukwu Irene C. (Federal Polytechnic, Nekede, Nigeria) and Nwachukwu, Julian Ike (Federal Polytechnic, Nekede, Nigeria)
<table>
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<tr>
<th><strong>16:00hrs – 17:00hrs</strong></th>
<th><strong>PARALLEL SESSION 14 – DAC 107</strong></th>
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<tbody>
<tr>
<td><strong>Theme:</strong></td>
<td>PR, Advertising and Political Communication</td>
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<tr>
<td><strong>Session Chair:</strong></td>
<td>Veronika Karnowski (LMU Munich, Germany)</td>
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</table>

**PRESENTATIONS**

1. Decoding Billboards: Ideology and meaning in Nairobi’s outdoor beer advertisements  
   *Joseph N. Nyanoti (United States International University – Africa, Kenya)*

2. Gendered Dynamics of Expatriate Experiences among Female Public Relations Managers  
   *Donnalyn Pompper (Temple University, USA)*

3. Mavi Jeans brand storyscape  
   *Ayse Binay Kurultay (Kadir Has University Cibali, Istanbul, Turkey)*

4. The Perceptions of Community Radio as Public Sphere and its affect on Political Action: Lessons from Tanzania  
   *Adeniyi Bello (Texas Tech University, Lubbock Texas, USA)*

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<thead>
<tr>
<th><strong>16:00hrs – 17:00hrs</strong></th>
<th><strong>PARALLEL SESSION 15 – DAC 403</strong></th>
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<tr>
<td><strong>Theme:</strong></td>
<td>Political Communication</td>
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<tr>
<td><strong>Session Chair:</strong></td>
<td>Winston J. Akala (University of Nairobi, Kenya)</td>
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</table>

**PRESENTATIONS**

1. The Role of Kenyan Publications in the Construction of a Kenyan Socio–political discourse: A focus on the 1980s and 1990s  
   *Beatrice Mbogoh (Daystar University, Kenya)*

2. Religion and democratisation in Africa: Appraising religious and political representations in diaspora–based Zimbabwean–owned online newspapers namely: NewZimbabwe.com, ZimDaily.com and Zimbabwean.co  
   *Janina Wozniak (Nelson Mandela Metropolitan University, South Africa) and Nyasha Mapuweyi (Midlands State University: Zimbabwe)*

3. Twitter and youth activism: The case of Fees Must Fall in South Africa  
   *Tanja Bosch (University of Cape Town)*

4. Redefining Self on Social Media  
   *Narciso Cellan (Tangaza University College, Kenya)*

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<th><strong>16:00hrs – 17:00hrs</strong></th>
<th><strong>PARALLEL SESSION 16 – DAC 404</strong></th>
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<tr>
<td><strong>Theme:</strong></td>
<td>Journalism and Media</td>
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<tr>
<td><strong>Session Chair:</strong></td>
<td>Stephen M. Croucher (University of Jyväskylä, Finland)</td>
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**PRESENTATIONS**

1. Economics of decline in the media industry: Survival Strategies of American Print Media Firms and Implications for a Diminishing Print Media Industry in Nigeria  
   *Nnamdi Tobechukwu Ekeanyanwu (University of Uyo, Nigeria)*
2. Kenya youth media use survey
   William Kinnally – (University of Central Florida, USA), Ann Neville Miller – (University of Central Florida, USA), Nancy Booker – (Multimedia University of Kenya, Kenya) and Hellen Maleche – (Daystar University, Kenya)

3. Covering Africa: Western and African Media's Framing of the US-Africa Summit
   Charles Okigbo (North Dakota State University, USA)

4. The Paradoxical Role of Public Media in the Democratic Process in Sub-Saharan Africa: The Case of the 2016 Elections Process in the DRC
   John N. Malala (University of Central Florida)

17:00hrs – 18:30hrs    NETWORKING TEA

17:15hrs – 18:20hrs    SPECIAL SPONSORED SESSION - DAC 105

Sponsored by:    David Ewoldsen (Michigan State University & Editor-in-Chief, The Annals of the International Communication Association)

Topic: How does one get published? What do Referred Journal Editors /look for?

19:00hrs – 20:15hrs    SPECIAL OPEN FORUM FOR STUDENTS AND EARLY CAREER SCHOLARS - DAC Auditorium

Organizers:    Joy Kibarabara (Daystar University, Kenya) & David Cheruiyot (Karlstad University, Sweden)

Topic: Practical advice for postgraduate students and early-career academics

Session Chair:    Leslie Steeves, University of Oregon, USA

PANELISTS:
   • Peter Kimani (Aga Khan University),
   • Uchenna Ekwo (Center for Media & Peace Initiatives Inc. NY, USA),
   • Ann Neville Miller, (University of Central Florida, USA)

End of Day 1 Sessions    Last bus leaves Daystar for the hotels at 20:30hr
Day Two    Thursday, 20th October 2016
PLENARY SESSION – Venue: DAC Auditorium

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:00hrs</td>
<td>Registration open (remains open throughout the day)</td>
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<tr>
<td>07:30hrs</td>
<td>Pick delegates from Panafic Hotel</td>
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<td></td>
<td>Moderator: Paula Gardner – McMaster University, USA</td>
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<tr>
<td>08:00hrs – 08:15hrs</td>
<td>Communication is the framework of life</td>
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<td>Donald Smith, (Daystar University, Kenya)</td>
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<tr>
<td>08:15hrs – 08:20hrs</td>
<td>Introduction of the Keynote Speaker</td>
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<td>Nnamdi Tobechukwu Ekeanyanwu (University of Uyo) – National Coordinating Secretary ACCE</td>
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<tr>
<td>08:20hrs – 08:45hrs</td>
<td>Keynote Speaker Herman Wasserman – ‘This time for Africa?’</td>
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<tr>
<td>08:45hrs – 08:55hrs</td>
<td>Q &amp; A</td>
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**09:00hrs – 10:00hrs PARALLEL SESSION 17 – DAC 403**

**Theme:** Development Communication

**Session Chair:** Rhonda Breit (Aga Khan University, Kenya)

**PRESENTATIONS:**
1. Globalization Versus Media for Sustainable Development: the case of East Africa  
   *Margaret Jjuuko (University of Rwanda, Rwanda)*
2. Nigeria’s Banking and Microfinance Sectors’ Strategic Communication for Entrepreneurial  
   Development and Poverty Reduction  
   *Ying Hu (Wuhan University, China; and Central China Normal University), Cornelius B. Pratt (Temple  
   University, USA), Wole Adamolekun (Elizade University, Nigeria), Kunle Ogedengbe (PR Plus Consulting  
   Limited, Nigeria)*
3. The role of new media in communicating to beneficiaries of NGOs working in Kajiado County,  
   Kenya  
   *Clayton Peel (Daystar University, Kenya)*
4. Empowerment programmes on radio: The Hybridization of Eurocentric and Afrocentric  
   Resources of Communication for Developments in Ghana  
   *Hammond, Christiana (University of Education, Winneba, Ghana)*

**09:00hrs – 10:00hrs PARALLEL SESSION 18 – DAC 107**

**Theme:** Media

**Session Chair:** Margaret Jjuuko (University of Rwanda, Rwanda)

**PRESENTATIONS:**
1. Conceptions of Islam in Nigeria’s Eastern Region: The role of communications media and advocacy  
   *Fatima Ijeoma Emetumah (Federal Polytechnic Nekede, Nigeria)*
2. Ensuring the Removal of Criminal Defamation from Zimbabwean Media Legislation
   Nhamo Anthony Mhiripiri (Midlands State University, Zimbabwe)

3. The mass media and the post-boko haram development challenge in Nigeria
   Danjuma Gambo (University of Maiduguri, Nigeria)

4. Mobile telephony and co-presence in Marakwet, Kenya
   Leah Jerop Komen (Daystar University)

09:00hrs – 10:00hrs PARALLEL SESSION 19 – DAC 403

Theme: Media

Session Chair: Mugur Geana, University of Kansas Lawrence, USA

PRESENTATIONS:

   Jean-Louis Ntang (Howard University, USA) and Alisa Valentin (Howard University, USA)

2. The Discursive Construction of High-ranking Women Transgressors in Kenyan Media
   Dorothy Wanjiku Njoroge (United States International University-Africa – Kenya)

3. Media Dependency: An examination of gratification of traffic updates needs of public service drivers
   Kariuki Naomi F. Wariara (United States International University-Africa – Kenya)

4. Critical communication and performative possibilities in the teaching of communication and media studies to graduate students in the African classroom
   Andy Ofori-Birikorang (University of Education, Winneba, Ghana)

09:00hrs – 10:00hrs PARALLEL SESSION 20 – DAC 404

PANEL III The Role of Research in Supporting Innovations Around ICTs: Lessons from the Kenyan communication technology sector

Convener: Eleanor R. Marchant – University of Pennsylvania

PRESENTATIONS:

1. The role of research in ICT policy making: Inside a Policy Maker's Mind
   Bitange Ndemo (University of Nairobi, Kenya)

2. Research Meets Technology for Early Childhood Education: Findings from a study on the impact of computers in Kenyan classrooms
   Anne Salim (COO at Eneza Education – Kenya)

3. The value and the complexities of building local ICT research capacity
   Nanjira Sambuli (iHub Research Lead, iHub)

10:00hrs - 10:30hrs Tea Break
Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

**Theme:** Social Media

Introducing and Chairing the Research Escalator Session: Faith Nguru (Riara University, KENYA)

**PRESENTATIONS:**

1. The power of online communities in redefining culture: A Case of Daystar University Nairobi students  
   Hellen Maleche (Daystar University, Kenya)
2. The role of social media in building corporate brands in Kenya  
   Ruth Owino (Daystar University, Kenya)
3. An assessment of the impact of violent video games on the social behaviour of children in selected institutions in Jamuhuri Estate  
   Winnie Onyimbo (Daystar University, Kenya)
4. Rethinking a new model in child abuse reporting: Functionalism and issue attention cycle  
   Miriam Ayieko (Daystar University, Kenya) and Donatus Abiaka (Daystar University, Kenya)
5. New media and the disruption of non-mediated communication in modern-day relationships  
   Josephine Ngala and Samuel Kegode (Daystar University)
6. Social media and discursive political participation among the youth: An analysis of electioneering process of the general election 2015 in Tanzania  
   R. John Britto (Daystar University, Kenya)
7. *Media coverage of child sexual abuse prevention strategies in Kenya: A content analysis of selected programs on Citizen TV  
   Bernard Onditi RIP (Daystar University, Kenya)

MENTORS

- Joyce Omwoha (Technical University of Kenya, Kenya),
- Joseph Erba (University of Kansas Lawrence, USA),
- Adeniyi Bello (Texas Tech University, Lubbock Texas, USA),
- Nnamdi Tobechukwu Ekeanyanwu, (University of Uyo, Nigeria)
- Bala Musa (Azusa Pacific University, USA)
- Rhonda Breit (Aga Khan University, Kenya)
## RESEARCH ESCALATOR SESSION IV

Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25-30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

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<thead>
<tr>
<th>Theme</th>
<th>Social And Electronic Media</th>
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<tr>
<td>Session Chair</td>
<td>John N. Malala (University of Central Florida, USA)</td>
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</table>

### PRESENTATIONS:

1. The digital media and the emergence of plus size woman as hallmark of beauty  
   *Paula Okuye and Charity Mutugi (Daystar University)*
2. A research study on the agenda setting role of Twitter hashtags on the Kenyan mainstream media  
   *Carolyne Wanjiru Kiamba United States international University-Africa*
3. The effectiveness of product placement on entertainment media on Nairobi youth: A Study of Apple Inc.  
   *Angelah Bor (Daystar University)*
4. *Inappropriate messages as displayed on tshirts, tattoos and their symbolism*  
   *Tony Okuku, (Daystar University), Olivia Jemutai, (Daystar University), Winni Nyaoke (Daystar University) and Maureen Mbaka,(Daystar University)*
5. Ethical Considerations in New Media: Internet Based Research  
   *Christine Wandolo (Daystar University)*
6. Let’s do “pink”: Cancer awareness on the New Media platforms among the young women  
   *Ruth Kendagor (Karaitana University, Kenya) and Caren Jerop (Moi University)*

### MENTORS:

- Bala Musa (Azusa Pacific University, USA),
- Leah Komen (Daystar University, Kenya),
- Wendy Willems (London School of Economics),
- Tanja Bosch (University of Cape Town),
- Peter Vorderer (University of Mannheim, Germany),
- Joyce Omwoha (The Technical University of Kenya, Kenya)
RESEARCH ESCALATOR SESSION V

Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

Theme: Environmental/Climate Chang & Political Communication

Introducing and Chairing the Research Escalator Session: Marlene Kunst (FreieUniversität Berlin, GERMANY)

PRESENTATIONS:

1. Communicating Climate Change Information: Its Effectiveness On Communities’ Responsiveness To Climate Change In Rufiji, Tanzania
   Malima Zacharia, (University of Dar es Salaam, Tanzania)

2. Thinking out of the box: Indigenization of development in the African context
   Anthony Okuku (Daystar University)

3. The role of mass media in creating awareness on environmental conservation
   Anne David Mwende (Daystar University), Davis Mokaya (Daystar University) Patrick Mulinge (Daystar University)

   Lillian Omoke, (Jomo Kenyatta University of Agriculture and Technology – Kenya)

5. Elaborating a model of musical messaging
   Danielle Naugle (University of Pennsylvania)

6. On media development: A Critical Analysis of a Dominant Paradigm
   Oulai Bertrand Goué (Université de Montréal, Canada)

MENTORS

- Herman Wasserman (University of Cape Town, South Africa),
- Kehbuma Langmia (Howard University, Washington DC, USA),
- David Ewoldsen (Michigan State University, USA),
- Cornelius Pratt (Temple University, USA),
- Wandia Njoya (Daystar University, Kenya),
- Rosemary Kowuor (Daystar University, Kenya)
10:30hrs – 11:30hrs PARALLEL SESSION 24 - DAC 404

RESEARCH ESCALATOR SESSION VI

Introducing and Chairing the Research Escalator Session: Tom Bruyer (Ghent University, Belgium)

Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

Theme: Journalism Training and Peace Journalism

PRESENTATIONS:

1. Media and Xenophobia: A comparative analysis of a section of the South African print media
   Kendi Osano (The University of Cape Town, South Africa)

2. An investigation of how institutions of higher learning in Kenya are prepared to train the journalist of the future: The Case of Daystar University and Kenya Institute of Mass Communication (KIMC)
   Mary Wanjiku Migichi (Pan Africa Christian University – Kenya)

3. African news with Chinese characteristics: professional norms and journalistic values at CCTV–Africa
   Dani Madrid–Morales (City University of Hong Kong)

4. The Role of the Media in Fostering Regional Cooperation, Peace & Conflict Resolution
   Silvester M. Ogata (Daystar University, Kenya)

5. CSR Audit and Reporting: An overview of the Kenyan environment
   Christine Mokua (Daystar University)

MENTORS

• Beatrice Mbogoh (Daystar University, Kenya)
• Paula Gardner (McMaster University, USA)
• Michael Bowen (Daystar University, Kenya)
• Faith Nguru (Riara University, Kenya)
• Leslie Steeves (University of Oregon, USA)

10:00hrs – 10:30hrs Tea Break
### PARALLEL SESSION 25 - DAC Auditorium

**Theme:** Health Communication Campaigns In Africa (Sponsored By Path)

**Session Chair:** Martha Kiarie (Daystar University)

**PRESENTATIONS:**

   Evonne Mwangale-Kiptiness (Daystar University), Nathan Masambu (Daystar University), Emmanuel Wanyonyi (Daystar University), Hesbon Owila (Daystar University), Beatrice Mbogoh (Daystar University), Levi Obonyo (Daystar University)

   Okiyi, Godswill (Federal Polytechnic, Nekede, Nigeria) Nwachukwu, Irene Chinero (Federal Polytechnic, Nekede, Nigeria)

   Duduzile Zwane (Geesteswetenskappe, Republic of South Africa)

   Augustus Nyakundi (Pan African Christian University, Kenya)  
   Anne Munuku MA (Jomo Kenyatta University of Agriculture and Technology – Kenya) and Lillian Opaque MA (Jomo Kenyatta University of Agriculture and Technology – Kenya)

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### PARALLEL SESSION 26 – DAC 105

**Theme:** Development and Political Communication

**Session Chair:** Ann Neville Miller – (University of Central Florida, USA)

**PRESENTATIONS:**

1. Participatory Communication: Uncommon Past, Common Future?  
   Lana Rakow (University of North Dakota, USA)

2. Candidate and Issue Positioning During the 2nd 2016 Uganda Presidential Election Debate  
   George W. Musambira (University of Central Florida, USA) and Samuel Muwanguzi (University of North Texas)

3. Negotiating a contentious terrain: The role of NGOs in mediating Africa’s ICC debate  
   Irene Awino (University of Oregon, USA) and Leslie Steeves (University of Oregon, USA)
11:30 – 12:30  PARALLEL SESSION 27 – DAC 107

**Theme:** Communication and Power

**Session Chair:** Christoph Spurk, Zurich University of Applied Sciences, Switzerland

**PRESENTATIONS:**

1. **State Monopoly of Telecommunications in the Era of Deregulation: The Ethiopian Case**  
   Teddy W. Workneh (University of Oregon, USA)

2. **The Hierarchy–of–Influences: A national Survey of perceived influences on the professional work of journalists in Kenya**  
   Kioko Ireri (United States International University–Africa – Kenya)

3. **Digital Makana: An action research project cultivating digital/media literacy, and digital entrepreneurship through accessible and participatory communicative ecologies**  
   Yandisa Sobahle (Rhodes University)

4. **Ethnographic methods and the importance of examining discourse to understand the construction of meaning of new ICTs**  
   Eleanor Marchant (University of Pennsylvania)

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11:30 – 12:30  PARALLEL SESSION 28 – DAC 403

**Theme:** Media

**Session Chair:** Marquita Smith (John Brown University, USA)

**PRESENTATIONS:**

1. **KUFUA or KUVUA? A narrative and ethnographic study of clandestine commercial sex in migration and international relocation contexts**  
   Agnes Lucy Lando (Daystar University, Kenya), James Kombo (Daystar University, Kenya) and Michael Bowen (Daystar University, Kenya)

2. **Image banks and the “Do like you're...” mechanisms in regards to photographic material about violence against women. The case of Colombian news papers between 2010–2015**  
   Zenaida Osorio Porras (Universidad Nacional de Colombia)

3. **Chinese media presence in South Africa: assessing the impact on journalistic norms and values**  
   Dani Madrid-Morales (City University of Hong Kong) and Herman Wasserman (University of Cape Town)
### PARALLEL SESSION 29 – DAC 404

**Theme:** Risk Communication

**Session Chair:** David Ewoldsen (Michigan State University, USA)

**PRESENTATIONS:**

1. **Exploring knowledge and perceptions of HIV sero–discordance among communities in Siaya County, Kenya**  
   *Caroline A. Ndolo (Moi University, Kenya), Joseph Erba (University of Kansas Lawrence, USA), Samson Ndege (Moi University, Kenya) and Omar Egesah (Moi University, Kenya)*

2. **Collective Mourning as a response to genocide**  
   *Trischa Goodnow (Oregon State University)*

3. **Abuse as language of political change: A lexical study of political campaign texts in Nigeria’s 2015 General Elections**  
   *Ngozi Eje Uduma (Michael Okpara University of Agriculture, Umudike, Nigeria) and Presly Ogheneruke Obukoadata (American University of Nigeria, Yola, Nigeria)*

4. **Ebola fear and panic: contextualising the 2014 Ebola outbreak in Nigeria within a moral panic framework**  
   *Akingbade Olutobi (Rhodes University, Grahamstown, South Africa)*

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### Lunch

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### PARALLEL SESSION 30 – DAC 105

**Theme:** Health Communication

**Session Chair:** Lana Rakow, University of North Dakota, USA

**PRESENTATIONS:**

1. **Sexting and risky sexual behaviour among the youth in Kenya: Implications on the fight against HIV**  
   *Stephen Kimotho (United States International University, Nairobi, Kenya), Ayodele John Alonge (University of Nairobi) and Paul Ruto (United States International University, Nairobi, Kenya)*

2. **Communicating Sexuality and Reporting Reproductive Health Issues among the Akans: Questions of Morality, Profanity, and Culture**  
   *Kwesi Aggrey (University of Education, Winneba, Ghana)*

3. **An investigation of electronic media sources on cervical cancer awareness among women seeking reproductive health services at the Kenyatta National Hospital, Nairobi County Kenya**  
   *Rhoydah O. Nyambane (The Technical University of Kenya)*

4. **Breast Cancer Framing in the Daily Nation Newspaper**  
   *Karoline Kanyeria (United States Interantional University, Africa – Kenya) and Lucy Gichaga (United States Interantional University, Africa – Kenya)*
<table>
<thead>
<tr>
<th>15:00hrs – 16:00hrs</th>
<th>PARALLEL SESSION 31 – DAC 107</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANEL IV</td>
<td><em>Journalism Training in Africa: Challenges and Opportunities</em></td>
</tr>
<tr>
<td>Convener:</td>
<td>Steve J. Collins, University of Central Florida</td>
</tr>
</tbody>
</table>
| PRESENTATIONS:     | 1. Improved journalism training in Africa: A Gatekeeping Approach  
|                    | Steve J. Collins (University of Central Florida)  
|                    | 2. Africanization of journalism education in the era of social media and digital mobile commerce  
|                    | Yusuf Kalanga Jr (Ohio University USA) and P. Vijaya Lakshmi Sri Padmavati Mahila Visvavidyalayam (Women's University), India  
|                    | 3. Journalistic ethos, ethics and education in East Africa: Between universality and local context  
|                    | Victor Bwire (Media Council of Kenya) and Monika Kopytowska (University of Lodz, Poland)  
|                    | 4. Assessing how Media and Communication training in Kenya has adapted to the changes in the industry  
|                    | Isaac Mutwiri Mutunga (Multimedia University of Kenya) |

<table>
<thead>
<tr>
<th>14:00hrs – 15:00hrs</th>
<th>PARALLEL SESSION 32 – DAC 403</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANEL V</td>
<td><em>Centering the Relevance of Communication Scholarship in Africa</em></td>
</tr>
<tr>
<td>Convener:</td>
<td>Eddah Mbula Mutua (St. Cloud State University, USA)</td>
</tr>
</tbody>
</table>
|                    | Eddah Mbula Mutua (St. Cloud State University, USA)  
|                    | 2. Centering the Relevance of Communication Scholarship in the Public Space: Opportunities, Progress, and Challenges  
|                    | Bala A. Musa (Azusa Pacific University, USA)  
|                    | 3. Afrocentric approaches and the era of digital communication in Africa  
|                    | Kehbuma Langmia (Howard University, Washington DC, USA)  
|                    | 4. Centering the relevance of communication training in Africa: How far have we come?  
|                    | Jerry Komia Domatob (Alcorn State University)  
|                    | 5. Introspective communication research as possible paradigm  
|                    | Matt Mogekwu (Ithaca College, NY, USA)  
|                    | 6. From today to tomorrow: Positioning African communication scholarship in the Information age  
|                    | C.M. Mbajiorgu (University of Limpopo, South Africa) |
Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

Introducing the Research Escalator Session: Joseph N. Nyanoti, United States International University – Africa, Kenya

Theme: Health Communication

PRESENTATIONS:

1. Influence of media messages on healthy eating practices among the female postgraduate students of Daystar University, Nairobi, Kenya
   Naomi W. Kahiga (Daystar University, Kenya)

2. Menstruation hygiene
   Caren Jerop (Moi University, Kenya), Ruth Kendagor (Karatina University)

3. Let's Talk Sex: The case of a citizen–based group seeking to zip up Kenya’s classic 105 FM
   Jesse Masai (Daystar University, Kenya)

4. The extent of use of mobile phone technology in healthcare provider–to–patient communications in Kenya: A case of Kenyatta National Hospital
   Oyengo, George (Daystar University, Kenya)

MENTORS:

• Paula Gardner (McMaster University, USA)
• Martha Kiari (Daystar university, Kenya)
• Rhonda Breit (Aga Khan University, Kenya)
• Monika Kopytowska (University of Lodz, Poland)
Research Escalator Session VIII

Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

Introducing the Research Escalator Sessions: Maria A. Canudo (United States International University, Africa – Kenya)

Theme: Health Communication

PRESENTATIONS:
1. The interaction of different information sources regarding breast cancer among rural women in Kenya
   Leonard Koech (Daystar University, Kenya)
2. What patients do not know may hurt them: a study on bridging the treatment information gap between chronic kidney disease patients and renal staff.
   Mary Gathoni (Daystar University, Kenya)
3. Crisis communication and reputation management in corporate governance: The case of the Kenya Premier League
   David Kaunda (Daystar University, Kenya)
4. Let’s talk El Nino: Toons and risk communication in selected Kenyan newspapers
   Jesse Masai (Daystar University, Kenya)
5. Risk communication, Knowledge and Practice among adolescents in Kisumu County: The power of meaning and interpretation in shaping HIV risk perceptions
   Mercy Chiyumba Khasiani-Omoke (Daystar University, Kenya)

MENTORS:
- Leslie Steeves (University of Oregon USA)
- Stephen M Croucher (University of Jyväskylä, Finland)
- Peter Kimani (Aga Khan University, Kenya)
- Uchenna Ekwo (Center for Media & Peace Initiatives Inc. NY, USA)
- Robin Stevens – University of Pennsylvania, USA
Description of the Research Escalator Session
Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

Introducing the Research Escalator Sessions: Matt Mogekwu (Ithaca College, NY, USA)

Theme: Risk and Corporate Communication

PRESENTATIONS:
1. Crisis Communication: The case of Garissa University terrorist attack in Kenya
   Maureen Wanjiku (Daystar University, Kenya) and Millicent N. Muriithi (Daystar University, Kenya)
2. The disconnect between the Kenyan church and the government: A looming crisis as a result of gullibility of churches
   Vincent Mumo (Daystar University, Kenya)
   Esther Wamaitha Kibe (Daystar University, Kenya)
4. Sampling procedures and sample size in qualitative public relations research: Dilemmas and resolutions
   Ruth Musembi (Daystar University, Kenya)
5. An investigation of employee perceptions of relationship management strategies employed by public relations managers in selected organisations in Nairobi, Kenya
   Julie Gitau Muraya (Daystar University, Kenya)

MENTORS:
- Donnalyn Pompper (Temple University, USA),
- Jerry Komia Domatob (Alcorn State University, USA)
- Amy Jordan (University of Pennsylvania, Philadelphia, USA)
- Charles Okigbo (North Dakota State University, US)
- Margaret Juuko (University of Rwanda, Rwanda)
YOU ARE INVITED!

20 October, 2016
19:00 - 20:30
Silver Springs Hotel, Swallow Hall

Interested in learning how to build your professional network, increase knowledge, share resources, crowd source ideas, gain recognition and stay on top of trends in health communication?

Please join us for a networking event hosted by the African Capacity Alliance in collaboration with the Kenya Health Communication Network and Springboard for Health Communication Professionals

A Light Dinner Will Be Served

Springboard is a community of practice for social and behavior change communication (SBCC) practitioners. It offers both online and face-to-face interactions to share knowledge, experiences and resources. The African Capacity Alliance serves as the Africa Springboard Regional Secretariat and is based in Kenya.

Limited Seats are Available!

To RSVP or for more information, contact:
Joseph Matalanga: springboardafrica@africacapacityalliance.org
**Research Escalator Session X**

Description of the Research Escalator Session

Each mentee will be accorded TWO MINUTES to tell the whole group a summary of their project WITHOUT SLIDES. Then each mentee will break to talk to the assigned mentor privately, for 25–30 MINS. At the end of the session, the mentee will give a ONE MINUTE summary of the discussion.

**Introducing the Research Escalator Sessions: Samuel Muwangunzi, University of North Texas, USA**

**Theme: Media**

**PRESENTATIONS:**

1. **Identity and the dynamism of the sheng language among the urban Kenyan society**  
   *Caren Jerop (Moi University) Ruth Kendagor (Karatina University)*

2. **Assessing the role of media in enhancing public participation in a devolved system: A case study of Kajiado County, Kenya**  
   *Njeru Abraham Kirea (Multimedia University Of Kenya) Wasiaya Christopher (Multimedia University Of Kenya)*

3. **Media freedom and access to information dilemma: An analytical perspective of editorial, news and opinion contents in Kenyan media (2013 – 2016)**  
   *Omondi Osano (Multimedia University of Kenya), Collins Wagumba (Multimedia University of Kenya) and Sylvia Machini (Multimedia University of Kenya)*

4. **Rural women's economic empowerment through community Radio in Rwanda. Case of Community radio of Huye District**  
   *Nyiransabimana Venantie (Institut Catholique de Kabgayi, Rwanda)*

5. **Media representation of mental health issues: A study of print and TV media in Kenya**  
   *Julia Kagunda (Daystar University)*

**MENTORS**

- Kehbuma Langmia (Howard University, Washington DC, USA)
- Eddah Mbula Mutua (St. Cloud State University, USA)
- Jerry Komia Domatob (Alcorn State University)
- Rosemary Kowuor (Daystar University)
- Janina Wozniak (Nelson Mandela Metropolitan University: South Africa)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>15:00hrs –16:00hrs</td>
<td><strong>PARALLEL SESSION 37 - DAC 404</strong>&lt;br&gt;&lt;br&gt;<em>Theme:</em> Political Communication&lt;br&gt;&lt;br&gt;<em>Session Chair:</em> C.M. Mbajiorgu (University of Limpopo South Africa)&lt;br&gt;&lt;br&gt;<strong>PRESENTATIONS</strong>&lt;br&gt;1. The materiality of political communication: participation, creativity and digital media in Zambia’s 2011 elections&lt;br&gt;   <em>Wendy Willems (London School of Economics and Political Science)</em>&lt;br&gt;2. To resign or not to resign: A comparison of conflict communication styles among public officials in two high context cultures, Ghana and Japan&lt;br&gt;   <em>Asare Okae-Anti (University of Education, Winneba, Ghana) and Abena Abokuma Asemayi (University of Education, Winneba, Ghana)</em>&lt;br&gt;3. Clarifying World–Systems Analysis: Prospects for research on global information society&lt;br&gt;   <em>Kariuki Ngare (Africa Nazarene University, Kenya)</em>&lt;br&gt;&lt;br&gt;17:00hrs – 18:30hrs</td>
</tr>
</tbody>
</table>
| 17:00hrs – 18:30hrs| **Special Session – Listening to Postgraduate Students and Early Career Scholars**<br><br>*Venue:* DAC Auditorum<br><br>*Session Chair:* Nanna Schneidermann (Oslo and Akershus University College for Applied Sciences, Norway)<br><br>*Theme:* Communication research in the global south: Challenges & opportunities for early-career scholars<br><br>*Organizers:* Joy Kibarabara (Daystar University, Kenya) & David Cheruiyot (Karlstad University, Sweden)<br><br>*PANELISTS:*<br>   • Wandia Njoha (Daystar University, Kenya)<br>   • Jessica Gustafsson (Aarhus University, Denmark)<br>   • Wendy Willems (London School of Economics and Political Science, UK)<br>   • Peter Vorderer (University of Mannheim, Germany)<br><br>19:00hrs – 21:00hrs | **JohnHopkins Special Presentation**<br><br>*Venue:* Silver Springs Hotel (SWALLOW HALL)<br><br>End of Day 2 Sessions | Last bus leaves Daystar for the hotels at 19:00hrs
**Day Three**  
**Friday, 21st October 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:30hrs</td>
<td>Picking delegates from hotels</td>
</tr>
<tr>
<td>08:00hrs – 09:00hrs</td>
<td><strong>PARALLEL SESSION 38 – DAC 105</strong></td>
</tr>
<tr>
<td><strong>Theme:</strong></td>
<td>Media</td>
</tr>
<tr>
<td><strong>Session Chair:</strong></td>
<td>Jessica Gustafson (Aarhus University, Denmark)</td>
</tr>
</tbody>
</table>
| **PRESENTATIONS:** | 1. ‘Africa Rising’: Exploring the changing international news coverage of Africa  
Mel Bunce (City University London) |
|                    | 2. From Windhoek to The Hague. Is there reason for gratitude, passion or hope in African journalism?  
Irene Avino (University of Oregon, USA) & Leslie Steeves (University of Oregon, USA) |
|                    | 3. Assessing the impact of digital broadcasting on local TV Content development  
Mutunga Mutwiri (Multi Media University, Kenya) and Collins A Wagumba (University of Nairobi, Kenya) |
| 08:00hrs – 09:00hrs| **PARALLEL SESSION 39 – DAC 107**                                                          |
| **Theme:**         | Media                                                                                      |
| **Session Chair:** | Dorothy Njoroge (United States International University-Africa; Kenya)                    |
| **PRESENTATIONS:** | 1. Mobile Digital Citizenship beyond the Western State – A Comparison between Germany, Ghana and Kenya  
Marlene Kunst (Freie Universität Berlin, GERMANY), Martin Emmer (Freie Universität Berlin, GERMANY), Margaret Ivy Amoakohene (University of Ghana, Legon) and Levi Obonyo (Daystar University) |
|                    | 2. The transgressive pleasure in social media incivility: A Lacanian explanation of the fun in participating in political incivility in social media  
David Katiambo (Technical University of Kenya) |
|                    | 3. An Analysis of Media Freedom and Regulation under the Constitution of Kenya 2010: On the Right Track or a Fallacy?  
Julius Bosire (The Technical University of Kenya) |
| 09:15hrs – 10:00hrs| **PLENARY SESSION - DAC Auditorium**                                                       |
| **Session Theme:** | What Next after ICAfrica2016?                                                              |
| **Moderator:**     | Rahab Nyaga – Pan Africa Christian University                                               |
| 09:15hrs – 09:30hrs| ICAfrica2016 Convener Perspective - Sr. A. L. Lando                                        |
| 09:30hrs – 09:45hrs| African Communication Scholar in the Diaspora Perspective - Bala Musa (Azusa Pacific University) |
| 09:45hrs – 10:00hrs| African Communication Scholar Perspective - Faith Nguru (Riara University)                  |
New journal from ICA in 2017

WEDNESDAY, October 19, at 17:15 PM

Join us for a special session celebrating the launch of ICA’s new journal with

Annals Editor-in-Chief, David Ewoldsen

Location: DAC 105, Daystar University, Nairobi Campus

Follow #annalsICA on Twitter for all the latest news from the journal

Find out more about the journal and how to submit at

www.tandfonline.com/rica

African Journalism Studies Editor:
Herman Wasserman, University of Cape Town, South Africa

African Journalism Studies (AJS) aims to contribute to the ongoing extension of the theories, methodologies and empirical data to under-researched areas of knowledge production, through its emphasis on African journalism studies within a broader, comparative perspective of the Global South. AJS strives for theoretical diversity and methodological inclusivity, by developing theoretical approaches and making critical interventions in global scholarly debates. The journal’s comparative and interdisciplinary approach is informed by the related fields of cultural and media studies, communicationstudies, African studies, politics, and sociology.

Explore the journal at
www.tandfonline.com/recq

Published by Routledge
Co-published with UNISA Press
### 10:00hrs – 10:15hrs
Perspective of the ICAfrica Conference & its Future (2 students)
- David Cheruiyot (Karlstad University, Sweden)
- Dani Madrid-Morales (City University of Hong Kong)

### 10:15hrs – 10:45hrs
**ICA Executive Committee Perspective**
- Amy Jordan (ICA President 2015 – 2016)
- Peter Vorderer (ICA President 2014 – 2015)
- Paula Gardner (ICA President Elect 2016 – 2017)
- Leslie Steeves - 2016 Special Issue Editor, Communication, Culture and Critique
- Dave Ewoldsen, Editor, Annals of the International Communication Association

### 10:45hrs – 11:30hrs
Q & A / Comments – Input from the delegates

### 11:30hrs – 12:00hrs
Tea Break

### Official Closing: DAC Auditorium

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>12:00hrs – 12:05hrs</td>
<td>Remarks from the ICAfrica2016 Conference Convener</td>
</tr>
<tr>
<td>12:05hrs – 12:15hrs</td>
<td>Remarks - <strong>Levi Obonyo</strong></td>
</tr>
<tr>
<td>12:15hrs – 12:25hrs</td>
<td>Remarks from Daystar Vice Chancellor – <strong>Dr. Timothy Wachira</strong></td>
</tr>
<tr>
<td>12:25hrs – 12:50hrs</td>
<td>Guest of Honour – <strong>Mr. Joe Mucheru, Cabinet Secretary ICT</strong></td>
</tr>
<tr>
<td></td>
<td>Vote of thanks – <strong>Rev. Prof. James Kombo – DVC Academic Affairs, Daystar University</strong></td>
</tr>
<tr>
<td></td>
<td>Prayer – <strong>Rev. Steven Nduto, Chaplain, Daystar University</strong></td>
</tr>
<tr>
<td>13:10hrs</td>
<td>Photo session – DAC Main Entrance</td>
</tr>
<tr>
<td>14:00hrs</td>
<td>Buses leave Daystar University for Bush Lunch</td>
</tr>
<tr>
<td>16:00hrs – 18:30hrs</td>
<td>For those interested</td>
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<tr>
<td></td>
<td>(a) Safari (nature) Walk – Nationals KSHS 250, others USD 25</td>
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<tr>
<td></td>
<td>(b) Visit to the Animal Orphanage</td>
</tr>
<tr>
<td></td>
<td>Guests leave at own leisure</td>
</tr>
<tr>
<td>18:30hrs</td>
<td>Last bus leaves KWS</td>
</tr>
</tbody>
</table>
# ICAfrica2016 Conference Timetable

## Presenting Multiple Days’ Schedule at a Glance

### ARRIVAL  
Tuesday 18th Oct 2016

*Registration Booth opens at 15:00hrs

**Venue:** Silver Springs Hotel, Ostrich Hall (Note: - Conference Venue is Daystar University, Nairobi Campus)

**Time:** From 18:45hrs

18:45hrs  Welcome Dinner (Note: Delegates at Panafric Hotel picked at 17:00hrs)

### DAY 1  
Wednesday, 19th October 2016

#### TEA BREAK

Opening Session, Keynote speech

#### Parallel Sessions (4 papers each)

<table>
<thead>
<tr>
<th>Time</th>
<th>DAC 105</th>
<th>DAC 107</th>
<th>DAC 103</th>
<th>DAC 104</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 hrs – 13:00hrs</td>
<td>Environment, Climate Change and Crisis/Risk Communication</td>
<td>Research and Media Ethics</td>
<td>Journalism</td>
<td>Journalism &amp; Peace Journalism</td>
</tr>
<tr>
<td></td>
<td>Chair: Michael Bowen</td>
<td>Chair: John Ayodele Alonge</td>
<td>Chair: Sylvia Tuikong</td>
<td>Chair: Mel Bunce</td>
</tr>
</tbody>
</table>

**LUNCH**

#### Parallel Sessions (4 papers each)

<table>
<thead>
<tr>
<th>Time</th>
<th>DAC 105</th>
<th>DAC 107</th>
<th>DAC 103</th>
<th>DAC 104</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00hrs - 15:00 hrs</td>
<td>Social / New Media</td>
<td>Social / Digital Media</td>
<td>Research Escalator Session 1 - Media</td>
<td>Research Escalator Session II</td>
</tr>
<tr>
<td></td>
<td>Chair: Charity Waitima</td>
<td>Chair: Cornelius Pratt</td>
<td>Chair: Amy Jordan</td>
<td>Chair: Akingbade Olutobi</td>
</tr>
</tbody>
</table>

#### Parallel Sessions (4 papers each)

<table>
<thead>
<tr>
<th>Time</th>
<th>DAC 105</th>
<th>DAC 107</th>
<th>DAC 103</th>
<th>DAC 104</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00hrs - 15:00 hrs</td>
<td>Health Communication</td>
<td>Risk and Crisis Communication</td>
<td>PANEL 1: Terrorism and media in Africa</td>
<td>PANEL II - New Media and Processes of Socio-cultural and Political Change</td>
</tr>
<tr>
<td></td>
<td>Chair: Kehbuma Langmia</td>
<td>Chair: Asare Okae-Anti</td>
<td>Chairs: Monika Kopytowska &amp; Victor Bwire</td>
<td>Chair: Poul Erik Nielsen</td>
</tr>
</tbody>
</table>

#### Parallel Sessions (4 papers each)

<table>
<thead>
<tr>
<th>Time</th>
<th>DAC 105</th>
<th>DAC 107</th>
<th>DAC 103</th>
<th>DAC 104</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00hrs – 17:00hrs</td>
<td>Development Communication</td>
<td>PR, Advertising and Political Communication</td>
<td>Political Communication</td>
<td>Journalism and Media</td>
</tr>
<tr>
<td></td>
<td>Chair: Bruce Mutsavaro</td>
<td>Chair: Veronika Karnowski</td>
<td>Chair: Winston J. Akala</td>
<td>Chair: Stephen Croucher</td>
</tr>
</tbody>
</table>

#### 17:00hrs – 18:30hrs  NETWORKING TEA


**Topic:** How does one get Published? What do Referred Journal Editors Look for?
### Special Open Forum for Students and Early Career Scholars

**Topic:** Practical advice for Postgraduate Students and Early-Career Academics  
**Chair:** Leslie Steeves

### DAY 2  
**Thursday, 20th October 2016**

**Note:** Conference Venue is Daystar University, Nairobi Campus

#### Research Escalator Session – 6 papers each

<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Session Details</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00hrs – 08:55hrs</td>
<td>Auditorium</td>
<td>PLENARY SESSION - Key note speaker</td>
<td>Chair: Paula Gardner</td>
</tr>
<tr>
<td>09:00hrs – 10:00hrs</td>
<td>DAC 105</td>
<td>Development Communication</td>
<td>Chair: Rhonda Breit</td>
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<tr>
<td></td>
<td>DAC 107</td>
<td>Media</td>
<td>Chair: Margaret Jjuuko</td>
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<td>DAC 403</td>
<td>Media</td>
<td>Chair: Mugur Geana</td>
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<td>DAC 404</td>
<td>PANEL III - Research and ICTs:</td>
<td>Chair: Eleanor R. Marchant</td>
</tr>
</tbody>
</table>

**TEA**

#### Parallel Sessions (4 papers each):

<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Session Details</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30hrs – 12:30hrs</td>
<td>Auditorium</td>
<td>PATH Sponsored Session</td>
<td>Chair: Martha Kiarie</td>
</tr>
<tr>
<td>10:30hrs – 11:30hrs</td>
<td>DAC 105</td>
<td>Research Escalator III -- Social Media</td>
<td>Chair: Faith Nguru</td>
</tr>
<tr>
<td></td>
<td>DAC 107</td>
<td>Research Escalator IV Social and Electronic Media</td>
<td>Chair: John Malala</td>
</tr>
<tr>
<td></td>
<td>DAC 403</td>
<td>Research Escalator V</td>
<td>Chair: Marlene Kunst</td>
</tr>
<tr>
<td></td>
<td>DAC 404</td>
<td>Research Escalator VI Peace Journalism</td>
<td>Chair: Tom Bruyer</td>
</tr>
</tbody>
</table>

**LUNCH**

#### Parallel Sessions (4 papers each):

<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Session Details</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:00 – 16:00hrs</td>
<td>DAC 105</td>
<td>Health Communication</td>
<td>Chair: Lana Rakow</td>
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<td>DAC 107</td>
<td>PANEL IV: Journalism Training in Africa</td>
<td>Chair: Steve J. Collins</td>
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<td></td>
<td>DAC 403</td>
<td>PANEL V - Centering the Relevance of Communication Scholarship in Africa</td>
<td>Chair: Eddah Mbula Mutua</td>
</tr>
<tr>
<td></td>
<td>DAC 404</td>
<td>Research Escalator VII - Health Communication</td>
<td>Chair: Joseph N. Nyanoti</td>
</tr>
<tr>
<td></td>
<td>DAC 105</td>
<td>Research Escalator VIII - Health Communication</td>
<td>Chair: Maria A. Canudo</td>
</tr>
<tr>
<td></td>
<td>DAC 107</td>
<td>Research Escalator IX - Risk and Corporate Communication</td>
<td>Chair: Matt Mogekwu</td>
</tr>
<tr>
<td></td>
<td>DAC 403</td>
<td>Research Escalator X - Media</td>
<td>Chair: Samuel Muwanguzi</td>
</tr>
<tr>
<td></td>
<td>DAC 404</td>
<td>Political Communication</td>
<td>Chair: CM Mbajiorugu</td>
</tr>
<tr>
<td>Time</td>
<td>Location</td>
<td>Event Details</td>
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<tr>
<td>08:00hrs - 09:00hrs</td>
<td>DAC 105, DAC 107 Media</td>
<td>Chair: Jessica Gustafson</td>
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</tr>
<tr>
<td>09:15 &amp; following</td>
<td>Auditorium</td>
<td>PLENARY SESSION - What Next after ICAfrica2016?</td>
<td></td>
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<tr>
<td>12:00hrs - 12:50hrs</td>
<td>Auditorium</td>
<td>Official Closing of the Conference</td>
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<tr>
<td>13:10hrs</td>
<td>Delegates leave for bush lunch at KWS</td>
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<tr>
<td>14:00hrs</td>
<td>Bush Lunch at KWS Club House</td>
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<tr>
<td>16:00hrs - 18:30hrs</td>
<td>For those interested): Safari (nature) Walk</td>
<td></td>
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<tr>
<td>18:30hrs</td>
<td>Last bus leaves KWS for Daystar/Panafric/Silver Springs</td>
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</tbody>
</table>

**Spotlight on Chandaria Foundation**

The Chandaria Foundation, funded by the Chandaria Family, was established over 50 years ago, making it one of the oldest foundations in Africa. The Foundation's work focuses on early childhood education, poverty reduction, and children's health. Rather than keeping a regular staff, the Foundation relies on a host of volunteers and draws expertise from business executives and other leaders within the Chandaria family to keep overhead costs down and ensure funds for its work.

Below are details about the Chandaria Foundation's various programs over the years.

**Scholarships**
- The Foundation runs a scholarship program for high school students, sponsoring 150 students every year. Students are selected from rural areas where there is high poverty or a high number of single parent families.

**Medical Centers**
- The Foundation constructs medical centers in rural areas, several of which include maternity wings. The Foundation teams up with local communities, which provide land and labor while the Foundation provides the design, materials, and supervision. There is often no running water or electricity in these villages so the Foundation also provides boilers and generators and links up with the government health ministry to share the running costs.

**Children's hospitals**
- The Foundation has built three children's hospitals, for which it provides 20–30 percent of the funding.

**A & E (Accident & Emergency) centers**
- The Foundation has also built accident and emergency centers in hospitals that did not already have them.

**Other projects**
- Other foundation projects include supporting schools by providing books or constructing new kitchens, particularly in slum areas, as well as funding some schools. The Chandaria Foundation does not run or manage these new facilities, but helps get them off the ground.

Although the MDGs and SDGs have not been directly factored into the Chandaria Foundation's work, they are kept in mind for projects where the Foundation's main focus is relying and building upon its extensive local knowledge and experience.

Overall, the Foundation is not collecting impact data as it does not have the necessary systems in place to do so. However, it does follow up on the progress of students involved in the foundation-sponsored scholarship program. The Foundation also collects data on how money is being given to grantees, and it follows up with these grantees accordingly.

The Chandaria Foundation wants to build champions to ensure the success of local philanthropy in Kenya.

Hirji Shah has been involved in manufacturing industries, businesses, and charitable organizations for over 50 years, mainly in Kenya. He has also set up manufacturing operations for several industries and businesses. He has also been involved in business membership organizations in various capacities for many companies and has held executive-level positions in companies in Kenya, Tanzania, Uganda, Ethiopia, South Africa, and Mauritius.
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Joining ICA

Thank you for your interest in ICA!

The ICA membership year runs from 1 October to 30 September annually. New members joining mid-year receive full membership benefits upon enrollment, including online access to all previously published ICA journals. Dues are not pro-rated based on the date joined.

The Dues Tier System:

ICA has a triple-tiered dues structure following the UN model for A, B, and C countries, based on the World Bank’s indicators of Gross National Income. Residents of B-tier countries pay 75% of the A-tier price and residents of C-tier countries pay 50% of the A-tier price.

Your tier is determined by the country you currently live and not your country of origin. Click here to find your country tier.

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Tier A</th>
<th>Tier B</th>
<th>Tier C</th>
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<tbody>
<tr>
<td>Individual Memberships</td>
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<tr>
<td>Regular (professional level)</td>
<td>$195</td>
<td>$146</td>
<td>$98</td>
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<tr>
<td>Employment Exception (adjunct, temporary, part-time)</td>
<td>$146</td>
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<td>Student (all before Ph.D.)</td>
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<td>Sustaining</td>
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<tr>
<td>Includes a regular membership, conference registration fee, plus a $40 donation to the Student Travel Fund. Registration is still required. No refunds should a member be unable to attend the conference.</td>
<td>$550</td>
<td>$415</td>
<td>$275</td>
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<tr>
<td>Life (single payment)</td>
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<td>$3,750</td>
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<td>Life (four consecutive annual installments)</td>
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<td>Emeritus</td>
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<td>Group Memberships</td>
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<tr>
<td>Tier A</td>
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<td></td>
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<tr>
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<tr>
<td>Tier C</td>
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<tr>
<td>Family Memberships (two spouses, one descendant)</td>
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<td>$113</td>
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<tr>
<td>Institutional Membership (for university departments - libraries ineligible)</td>
<td>$250</td>
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<td>$125</td>
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<tr>
<td>Each Additional Associate (faculty) members</td>
<td>$195</td>
<td>$146</td>
<td>$98</td>
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<tr>
<td>Association Membership</td>
<td>$250</td>
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<td>$125</td>
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Special Membership Promotion (three awards annually)

Complimentary Institutional Membership Application: The complimentary university membership scheme was created in 2004 by ICA to further promote the development of the relationship between ICA and universities around the world. Successful applicant departments will enjoy the following benefits:

1. the faculty member who leads the successful application will be awarded a ‘free’ membership to ICA for three years;
2. the successful department will be able to send up to three faculty or student members to the ICA annual conference at the ‘membership’ rate.

Membership benefits such as hard copy journals and access to soft resources, including those accessible via the ICA website, are expected to be shared amongst faculty and students in successful departments.

Visit: www. www.icahdq.org for more information