


Daystar University Staff Profile Template

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| 1. Name: | <ul style="list-style-type: none">• Jesica Kinya Mwithia,• Scholar and researcher in strategic communication.• Senior Lecturer, School of Communication• Chair, Dept of Strategic and Organizational Communication |
| 2. Passport photo: |  |
| 3. Job Title and Responsibilities: | <ul style="list-style-type: none">• Senior Lecturer in the School of Communication• Teaching, development communication, strategic communication, research methods at both the undergraduate and postgraduate programmes• Supervision of both PhD and Masters thesis• Chair, Department of Strategic and Organizational Communication – providing strategic leadership to the department. This includes curriculum development and review, industry engagement, programme promotion etc. |
| 4. Biography: | <p>I hold a PhD in communication from University of Technology Sydney (UTS), Australia. My thesis focused on domestication of mobile phones among the urban poor in Nairobi. It allowed me to explore issues of technological power vis-à-vis user's power in the process of embedding communication technologies in their everyday lives. My M.A thesis focused on Television use patterns among the same population. I also hold a B.A in development studies from Daystar University.</p> <p>I have over 15 years of teaching experience at the university. I am currently a senior faculty member at the School of Communication at Daystar University. I have previously taught as adjunct faculty at University of Technology Sydney among others. Areas I have taught in include Communication research, Development Communication, Intercultural Communication, Public Relations and Media Studies. I also gave a series of guest lectures on mobile telephony in Africa to Media power classes (2012-2016) at UTS. I supervised communication and media students on professional internship at UTS. I supervise Masters and PhD</p> |

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| | <p>thesis students, many of who are interested in exploring the role of communication and communication technologies in development processes and strategic communication.</p> <p>Other responsibilities within the university have included holding the position of the department's exam officer. I also held the position of an assistant Head of Department between 2010 and 2011. I have also previously helped coordinate a SIDA (Swedish International Development Agency) sponsored programme on behalf of Daystar University Communication Department between 2003 and 2006. The programme focused on training environmental journalists in East-Africa. I have consulted with a number of governmental and non-governmental organizations on communication training programmes and engaged in development and review of communication training curriculums.</p> |
| <p>5. Academic Qualifications:</p> | <p>2016, PhD in Communication from University of Technology Sydney (UTS), Australia.</p> <p>Thesis Topic: Domestication of the Mobile Phone in Kibera: <i>How Nairobi's urban poor are integrating the mobile phone into their everyday lives</i></p> <p>2001, M.A in Communication from Daystar University, Kenya</p> <p>Thesis Topic: Towards Narrowcasting Programmes: <i>A Descriptive Study of Kibera's Adult Slum Dwellers' Television Viewing Patterns</i></p> |
| <p>6. Research Interests:</p> | <ul style="list-style-type: none"> • Development communication • Place of communication technology in development • Human agency in shaping communication technology • Technological agency in shaping society • Role of communication technologies in strategic communication. |
| <p>7. Publications:</p> | <p>Mwithia, J. K (2015) Domestication of the Mobile Phone in Kibera: <i>How Nairobi's urban poor are integrating the mobile phone into their everyday lives</i> – PhD Thesis</p> <p>https://opus.lib.uts.edu.au/bitstream/10453/43427/2/02whole.pdf</p> <p>Miller, A. N., Mwithia, J. K., Booker, N. A., Kizito, M. N., & Ngula, K. (2010). Kenyan Patients' Attitudes Regarding Doctor Ethnicity and Doctor-Patient Ethnic Discordance. <i>Patient Education and Counseling</i>, ^[1]http://www.pec-journal.com/article/S0738-3991%2810%2900287-9/abstract.</p> <p>Booker Nancy, Mwithia, J.K. (2010) Challenges facing Continuing Education Learners in Kenya. A look at Continuing Education in Select Private Universities</p> |

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| | <p>in Nairobi. <i>Perspectives Journal of Daystar University</i>, July 2010</p> <p>Miller, A. N., Golding, L., Ngula, K., Wambua, M. A., Kizito, M. N., Mutua, E., Odondi, C., Booker, N. A., Mwithia, J. K., & Rubin, D. L. (2009). Couples communication on sexual and relational issues among the Akamba in Kenya. <i>African Journal of AIDS Research</i>. https://www.tandfonline.com/doi/abs/10.2989/AJAR.2009.8.1.6.719</p> <p>Mwithia, J.K (2001) Towards Narrowcasting Programmes: <i>A Descriptive Study of Kibera’s Adult Slum Dwellers’ Television Viewing Patterns - MA Thesis</i> http://www.researchkenya.org/?ID=8392&search=Kibera%2C+Nairobi%2C+Kenya</p> <p>Mwithia, J.K (2011) The Alternative Voice: Opportunities and Challenges offered by Community Media in the slums of Nairobi. – A paper presented at a media training workshop in Haifa, Israel.</p> <p>J. Mwithia, (2003). Where is the answer to this monster? (2003). <i>Column Published by KEMRI quarterly magazine</i>.</p> |
| <p>8. Classes you teach:</p> | <p>Communication research, advanced qualitative research, development communication, development Communication Campaigns, communication theories, Intercultural Communication, Public Relations</p> |
| <p>9. Other relevant links:</p> | <p>https://www.linkedin.com/in/jesica-mwithia-b39441138/</p> <p>https://www.daystar.ac.ke/SCLPA-faculty-jessica-kinya.html</p> <p>https://www.academia.edu/upgrade?feature=name_mentions&trigger=view_dri</p> |
| <p>10. Official Contact Details:</p> | <ul style="list-style-type: none"> • jkinya@daystar.ac.ke Or kmwithia@gmail.com • +254723162640 • Social Media details: twitter, Facebook, LinkedIn etc. |