


Daystar University Staff Profile Template

1. Name:	Julie Gathoni Gitau Lecturer, Corporate Communication Mrs
2. Passport photo:	 A passport-style photograph of a woman with dark hair pulled back, wearing a white collared shirt and a dark brown blazer. She is looking directly at the camera with a neutral expression against a plain white background.
3. Job Title and Responsibilities:	Lecturer, Corporate Communication Teach PR in the undergraduate programme and corporate communication at postgraduate level. Also, coordinating practicum programme. Department of Strategic and Organisation Communication (STOC)
4. Biography (About Me):	My experience in communication spans a wide range of areas including print and radio journalism, public relations, behaviour change communication and lecturing in communication. I am currently working in Daystar University as a lecturer in the corporate communication.
5. Academic Qualifications:	BA in Communication from Daystar University 1988-1992 MA in Development Communication from Daystar University 2005-2009 PhD in Communication Studies underway, Moi University Nairobi campus 2014-2019
6. Research Interests:	Relationship management, which is part of my PhD work Public relations and pedagogy Health communication research

<p>7. Publications:</p>	<p>Peer reviewed journal article</p> <p>Muraya, J.G., Miller, A.N., Mjomba, L. (2011). Implications of High/Low Context Communication for Target Audience Member Interpretation of Messages in the Nimechill Abstinence Campaign in Nairobi. Kenya, <i>Health Communication</i>, 1-9. DOI: 10. 1080/10410236.2011. 556083.</p> <p>Book chapter</p> <p>Miller, A.N., Muraya, J.G., Muthoni-Thuo, A., Mjomba, L (2013). The Importance of Formative Research in Mass Media Campaigns Addressing Health Disparities: Two Kenyan case studies. <i>Reducing health disparities: Communication interventions</i> by M. Dutta and G. Krepps (Eds).</p> <p>A rapporteur at the World Conference for Public Relations in Emerging Economies</p> <p>WCPREE, November 15-18, 2015 in Nairobi</p> <p>Conference paper presentations</p> <p>An investigation of employee perceptions of relationship management strategies employed by public relations managers in selected organisations in Nairobi, Kenya</p> <p>ICA Africa, 2016 (Nairobi, Kenya)</p> <p>The Role of internal communication in shaping employee-organisation relationships: A case study of one nonprofit organisation in Nairobi, Kenya</p> <p>ICA, Africa, 2017 (Entebbe, Uganda)</p>
<p>8. Classes you teach:</p>	<p>Introduction to public relations Public relations writing Public relations management and research Corporate communication</p>
<p>9. Other relevant links:</p>	<p>Research gate; Academia</p>
<p>10. Official Contact Details:</p>	<p>jmuraya@daystar.ac.ke 0722345875 @joolesmu</p>