


Daystar University Staff Profile for Rosemary Nyaole-Kowuor

1. Name:	<ul style="list-style-type: none">• Rosemary Nyaole-Kowuor• Doctor of Philosophy in Film Technology• Senior Lecturer
2. Passport photo:	 A passport-style photograph of Rosemary Nyaole-Kowuor. She is a Black woman with short, dark hair, smiling slightly. She is wearing a dark, textured top with a light-colored patterned collar. The background is a plain, light-colored wall.
3. Job Title and Responsibilities:	<p>I am a Senior Lecturer in the Department of Media and Film Studies of School Communication. I teach media and film related courses</p>
4. Biography (About Me):	<p>I joined Communication Department of Daystar University as adjunct lecturer and rose through the ranks to become the Head of the Department. During the period I was the Patron, Shine 103.1fm partnered with leading global organizations, notably, Farm Radio International (Canada), Radio Netherlands, Radio DW (Germany) and UNESCO that resulted in upgrade of the station structure as well as programme content.</p> <p>During my tenure as HoD, the department invigorated curriculum review that resulted in four new programmes yet to be approved by CUE. For the three years I served as HoD, Communication Department was voted the best as the most well managed department for two consecutive years. It is during this period that we worked toward splitting the department to create the two existing departments - MFS and STOC at Daystar University. I consider this as my greatest achievement at the university.</p> <p>I am a regular member of the University Film and Video Association (UFVA) and a fellow at the Higher Education Academy (HEA). Besides, I am a Salzburg Global Academy Faculty Member since 2012: The International Centre for Media and the Public Agenda (ICMPA) brings together for three weeks every summer</p>

students from a broad variety of top universities around the world. I have pioneered participation of at least one Communication student every year since I joined the Academy.

My areas of research include film edutainment, communication for development, blended/e-learning and problem based learning. I hold a PhD in Film Technology, MA and BA in Communication – Electronic Media.

I served as chair for two committees: Training and accreditation; the finance and administration committee at the Media Council of Kenya (MCK) during my tenure as the board member, representing private Universities.

I have also served in different capacities at the Kenyan Kalasha Film and Television Awards International Academy of Kenya Film Commission since its inception in 2012.

I have played lead roles in offering consultancy services both locally and globally notably at Internews Kenya and Europe, Farm Radio International-Canada, Terre des Hommes-Netherland, Africa Harvest Biotech Foundation, UNWomen, Nelson Mandela University, Kenya Film Commission, PS-Kenya, Kenya Power, Kenyatta University, Maarifa Education Ltd, Ministry of Education among others. I have been an external examiner for Kenyatta, Department of Communication and Media Studies and Nelson Mandela Metropolitan University.

Besides the two more recent Daystar awards as best HoD, I had also been awarded in 2010 Innovation in Evaluation Award for the best demonstration of approaches to student assessment and evaluation that are innovative, promote transformational educational values, and understand learning as Multidimensional, integrated, and revealed in performance overtime; Marie Coulibaly Award for the top entry by a woman for my radio script on Sack Farming: Unlimited vegetable harvest in 2009.

5. Academic Qualifications:

Academic Qualification	Year of Award	Institution	Research/Thesis Title
Certificate in Action Research for Citizen-led Change	2017	Coady Institute of St. Francis Xavier University, Antigonish (Canada)	Redefining Media Training: A Blended Remote Teaching Framework at Daystar University, Kenya
Certificate in MEASURE Evaluation on M&E (Monitoring and Evaluation)	2013	Online Course	

	Fundamentals			
	PhD in Film Technology	2012	Kenyatta University	KENYAN EDUTAINMENT STRATEGY: Establishing the Dynamics that Have Influenced Development of Edutainment Elements in Kenyan Film
	Postgraduate Certificate in Academic Practice	2012	York St. John University (UK)	Factors that promote or inhibit reflective habits in students
	Certificate in Radio Scripting	2010	Farm Radio International (Canada)	An online Scriptwriting course
	Certificate in Drama for Outreach and Development	2006	Daystar University	
	Certificate in Creating Critical Reflective Thinking n Students	2005	Daystar University	
	Master of Arts in Communication	2004	Daystar University	A Study of Links between Communication Strategies and Personal Insurance Cover
	Bachelor of Arts in Communication	1997	Daystar University	
	Certificate in Computer Studies	1998	Rifkins Business College, Mombasa	
	Certified Public Secretary (CPS-K)	2002	Self-study	

<p>6. Research Interests:</p>	<p>My areas of research interest are in Film/Media Edutainment, Monitoring and Evaluation, Technology in education</p> <p>Main Projects:</p> <ul style="list-style-type: none"> • 2018/19: Development of instructional animation videos and a documentary for Teacher Performance Appraisal and Development (TPAD) for TSC. Commissioned by the Ministry of Education. In collaboration with TSC. Funded by World Bank. • 2017-2022: Transforming Employability for Social Change in East Africa (TESCEA). Commissioned by SPHEIR. In collaboration with INASP and AFELT. Funded by UKaid. • 2017-2019: Remote Teaching at Daystar University. Commissioned by Daystar University. Funded by KENET. • 2012-2019: Salzburg Academy on Media and Global Change. On collaboration with Daystar University. Funded by the International Centre for Media and the Public Agenda (ICMPA)
<p>7. Publications:</p>	<p>Book Chapters</p> <ol style="list-style-type: none"> 1. <i>Drunk with Knowledge: Depiction of a Professor in Robby Bresson's Help</i>. Published as chapter 11 of <i>Screen Lessons: What we have learnt from teachers on television and in the movies</i> - edited by Mary M. Dalton and Laura R. Linder (2017). Peter Lang Publishers, USA. 2. <i>Civic Voices in the Digital Era: Opportunities and Challenges in Kenya</i>, pp 55-74. Published as chapter 4 of <i>Mediated Communities: Civic Voices, Empowerment and Media Literacy in the Digital Era</i> – edited by Moses Shumow (2014). Peter Lang Publishers, USA. 3. <i>Film in Service of Humanity: Critical Look at Role Modeling as Edutainment Strategy in Selected Kenyan Film</i>, pp 419-439. Published as chapter 26 of <i>Africa and Beyond: Arts and Sustainable Development</i> – edited by Ebewo, P, Stevens, I and Sirayi, M. (2013). Cambridge Scholars Publishing, UK. 4. <i>Facilitating Learning in Continuing Education Classrooms: Lessons from My Teaching Experience</i>, 2010. Published in <i>Developing Continuing Education in Africa</i>. Edited by Miya, F and Mageto, P. <p>Journals</p> <ol style="list-style-type: none"> 1. Quality and Relevance in Higher Education: Nurturing Integral Habits of the Mind. Published in <i>Management Digest – a Journal of the KIM School of Management</i>. Volume 1, ISSN 2074-4730, pages 152-155 (2010). 2. Media's Role In the Society: Watchdog, is It? Published in the <i>MAJAC - a journal of the Department of Theatre Arts, Benue State University</i>,

Makurdi - Nigeria. Volume one pages 265-272 (2010).

3. Links between communication strategies and personal insurance covers: a case study of CFC–Life (Kenya). In KCA Journal of Business Management, Vol 1, No 1 (2008).
4. Interpretation of Christianity. In Perspectives, an Academic Journal of Daystar University. 1997.

Media Encyclopedia (Published by Sage to be released in Sept. 2019). I contributed three articles:

1. Kenya, Media in
2. Television Networks, History and Economics of
3. Movie Theaters, History and Economics of

Conference articles

1. *Media Literacy in the Digital Era: How Do We Know What to Believe? Presented at the 2017 EACA (East Africa Communication Association), Kigali (Rwanda).*
2. *RESHAPING SOCIETY THROUGH FILM: Unearthing Social and Educational issues addressed in Selected Kenyan Films. Presented at the 2016 London Film and Media Conference.*
3. *Reshaping Society through Cinema: Unearthing Social and Educational Issues Addressed by Selected Kenyan Films.* Presented at the 68th University Film and Video (UFVA) Conference held on 6-9 August, 2014 at the Montana State University.
4. *Factors that Promote or Inhibit Reflective Habits in my Students: An Action Research Report.* Presented at the 37th Annual International Improving University Teaching Conference, held in Innsbruck, Austria on July 24-27, 2012 and the Lilly Conference on College and University Teaching-Bethesda that was held on May 30 - June 2, 2013.
5. *THE LEARNING IN TEACHnology.* Presented at the 13th Annual Strathmore ICT Conference held on 7th to 8th September 2012.
6. *THE LEARNING IN e-LEARNING: Lessons from my Teaching Experience.* Presented at the 3rd KIM Annual Conference (September 2011).
7. *FILM IN SERVICE OF HUMANITY: A critical Look at Role-modeling as an Edutainment Strategy in Selected Kenyan Films.* Presented at the Tshwane University Arts for Sustainable development Conference (June 2011).
8. *THEATRE AND THE MEDIA: Kenyan Film Edutainment Strategy.* Presented at the 2010 AfTA Conference at Makerere University.

9. *Radio Journalists: Symplifying Biotechnology information for Grassroot Audience*. Presented on 9th June 2010 during Media Training On Role of Biotechnology In Improving Food Security
10. *Media's Role in the Society: Watchdog, is it?* Presented at Daystar University Symposium, May 2010.
11. *Kenyan Edutainment Film Strategy: Unseen Unsung Unforgotten and Siri Episodes' Depiction of HIV/Aids*. Presented at the Africa Research Conference at Wits School of Arts, University of the Witwatersrand, Braamfontein, Johannesburg, South Africa, November 2009.
12. *Life Long Learning: Nurturing Integral Mind Habits In The Digital Age*. International Association for Development of the Information Society (IADIS) Italy (Rome) – November 2009.
13. *Biotechnology Communication Analysis in Kenya*. Africa Harvest Biotech Foundation International, July 2009.
14. *Quality and Relevance in Higher Education*. Kenya Institute of Management (KIM), June 2009.
15. *Broadcast Regulation: A Case of Filmmaking in Kenya*. Daystar University, April 2009.
16. Agriculture/Environmental Related Programmes Aired on selected local Radio Stations in Kenya, June 2009. Africa Harvest Biotech Foundation International, September 2008.
17. Facilitating Learning in Continuing Education Classroom. Continuing Education Pan Hotel held on September 2008.

Theses Supervised

I have successfully supervised the following Doctorate and Masters theses:

Doctorate

1. Evelyn Nafula Ojiambo (Graduated in December 2017). *The Configuration of Child Characters In Selected Kenyan Feature Films*. Kenyatta University
2. Anne G. Mungai (Final document is with examiners). *Film and Social Change: Ideology, Class And Pluralism In East And West African Films*. Kenyatta University.
3. Stanley Mbũgua Njoroge (Final document is with examiners). *Cinema as Cultural Discourse: A Study of Cultural Symbols in Selected Contemporary Gikũyũ Dialect Comedies*. Kenyatta University.

4. Eliud K. Situma (Defended final thesis in February 2018). *The Effect of Docudrama Films on Psychological Distress among Urban Women Refugees in Nairobi County, Kenya*. Kenyatta University.

Masters Theses

1. Théoneste Ndahimana (2018). *A Communication Audit of the Catholic Diocese of Kabgayi in Rwanda*. Daystar University.
2. Beatrice Ngina Atieno Okeyo (2017). *Postal Corporation of Kenya's (Posta Kenya) Adoption of Social Media for Corporate Communication Functions*. Daystar University.
3. Susan Nzuki (2017). *Factors Influencing Consumption Of Christian Broadcast Programmes: A Comparative Case Study of Christian Church International Thika and Citam Congregants*. Daystar University.
4. Oduor, Nicholas Ochieng (2017). *Internal Public Sentiments on Factors affecting University Enrolment: A Comparative Study of Jomo Kenyatta University of Agriculture and Technology- Karen and the Catholic University of Eastern Africa*. Daystar University
5. Osero, Benard (2016). *The influence influence of internal communication on organizational identification: A case of Kenya Ports Authority*, Daystar University – Kenya.
6. Aloyce Muhamed (2016). *Factors associated with the growth of filmmaking in Tanzania: A survey of filmmakers in Dar-es-Salaam*, Daystar University – Kenya.
7. Nandain, Catherine (2015). *Public relations function in organizational uncertainty management among internal publics in public universities: a case of technical university of Kenya*. Daystar University – Kenya.
8. Muchisa, Everlyne (2015). *Communication Audit of Kenya Maritime Authority, Internal Publics, Mombasa*. Daystar University – Kenya.
9. Juma, Kadenge Harold (2014). *Perceptions of Internal Publics on Internal Communication at the Ministry of Education in mvita district, Mombasa County*. Daystar University - Kenya.
10. Owino, Ruth (2013). *The link between organizational identity and communication stragety formulation: A case of Retirement Benefits Authority (RBA)*. Daystar University - Kenya.
11. Azangalala, Shapaya B (2013). *Cinematographic techniques in selected Kenyan experimental fims*. Kenyatta University – Kenya.
12. Ratanya, Scholastica (2013). *Doctor-Patient Interpersonal Communication Styles Associated with Patient Satisfaction and Adherence at Coast General Hospital*. Daystar University - Kenya.

13. Onyango, Susan (2013). Towards effective communication for attitude change in widow care: a case of Bondo District. Daystar University - Kenya.
14. Karanja, Moses (2013). The link between social media use and adoption of organisational values: a case of Mavuno Church. Daystar University - Kenya.
15. Manyala, Odera (2013). Corporate sponsorship as a communication tool and its influence on employees' organisational identity: a case of Standard Chartered Nairobi marathon. Daystar University - Kenya.
16. Mituki, Faith (2012). A Communication Audit of Kenya Ports Authority Internal Publics. Daystar University - Kenya.

8. Classes I teach:

Course Code	Description	Level
COM 231	Introduction to Mass Media	Undergraduate
COM 243	Business Writing	Undergraduate
COM 263	Broadcast Writing	Undergraduate
COM 361	Audio Production	Undergraduate
COM 364	Writing for the Screen	Undergraduate
COM 365	Broadcast Drama	Undergraduate
COM 408L	Advanced Audio Production	Undergraduate
COM 408K	Advanced Video Production	Undergraduate
COM 467	Broadcast Journalism	Undergraduate
COM 675	Mass Media Language, Aesthetics and Criticism	Postgraduate
COM 686	Program Monitoring and Evaluation	Postgraduate
COM 870	Education, Critical Thinking and Teaching Methods	Doctorate

9. Other relevant links:

<https://www.researchgate.net › Daystar University › Department of Communication>

daystaruni.academia.edu/RosemaryNyaoleKowuor

<https://www.stage32.com/profile/69888/about>

kalashainternational.com/speaker/rosemary-nyaole-kowuor/

scripts.farmradio.fm/author/rosemary-nyaole-kowuor/

<https://twitter.com/DaystarUni/status/839472474668601347>

	<p>https://www.salzburgglobal.org/people.html?userID=3117&eventID=415</p> <p>www.kcajournals.com/article/view/2990</p> <p>www.farmradio.org/author/rosemary-nyaole-kowuor/</p> <p>mediacommons.org/users/nyaole-kowuor</p> <p>https://books.google.co.ke/books?isbn=1443864633</p> <p>daystaruni.academia.edu/RosemaryNyaoleKowuor</p> <p>scripts.farmradio.fm/author/rosemary-nyaole-kowuor/</p> <p>https://www.salzburgglobal.org/people.html?userID=3117&eventID=415</p> <p>www.kcajournals.com/article/view/2990</p> <p>https://dynamind-elearning.com/celebrating-a-dream-team-of-e-facilitators/</p> <p>www.thelondonfilmandmediaconference.com/new-f-m-2016-registered-speakers-m-o/</p> <p>https://kenyascriptwritersguild.wordpress.com/.../sembene-across-africa-partners-with-...</p> <p>https://www.bookdepository.com/Mediated-Communities-Moses.../9781433124556</p> <p>https://www.ufva.org/resource/resmgr/ufva_2016_schedule_7-28-16.pdf</p>
<p>10. Official Contact Details:</p>	<p>Daystar University, School of Communication, Media and Film Studies Department Email: rnyaole@daystar.ac.ke Cellphone: +254722346501 Twitter: @RKowuor, Facebook: Rosemary Kowuor https://ke.linkedin.com/in/rosemary-nyaole-2967b315 skype: Rosemary.kowuor</p> <p>.</p>