Nancy Gakahu, PhD

Lecturer, Department of Journalism and Mass Communication,
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Curriculum Vitae

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Educational Qualification

- PhD in Digital-Political Communication, School of Media and Communication, University of Leeds. Thesis available online athttps://etheses.whiterose.ac.uk/id/oai_id/oai:etheses.whiterose.ac.uk:35805

- M. Phil in Communication Studies, Moi University, Kenya
- Post Graduate Diploma in Public Relations and Strategic Communication, Moi University, Kenya
- Bachelor of Education in English and Literature, Moi University, Kenya

Teaching Experience

Aug 2013- Dec 2020, then Aug 2024 – Present: Lecturer, Dept of Journalism and Mass Communication, Masinde Muliro University of Science and Technology, Kenya

Core PhD Modules

- JMC 900: Advanced Research Methods
- JMC 999: Research and Thesis Writing

Core Masters Modules

- MSCOM 802: Research Methodology
- MSCOM 809: Advanced Communication Seminar

Core Undergraduate Modules

- JMC 112: Communication for Journalists
- JMC 121: Communication and Cultures
- JMC 209: Introduction to Visual Communication
- JMC 305: Research Methods
- JMC 308: Communication and Conflict Management
- JMC 404: Gender and Mass Media

Key Responsibilities

- Designing course content for all the modules above
- Delivering lectures to approximately 740 students in the undergraduate modules, 15 Masters students, 5 PhD students per academic year
- Setting exams, marking, grading and giving detailed feedback to students in all the modules listed above
- Supervising and mentoring Masters and PhD students in their dissertations and thesis
- Supervising and mentoring students in their research projects in their 4th year of study
- Visiting and supervising 4th year students at their industrial internship sites to monitor progress, provide support and ensure alignment with academic and professional standards

Jan – June 2024: Teaching Assistant, School of Media and Communication, University of Leeds, UK

Core Modules

- COMM 2725: Digital Cultures
- COMM 3795: Climate Change Communication

Key Responsibilities

- Leading 4 seminars (2 for each of the modules above) with a total of 66 undergraduate students
- Marking and grading assessments for all the students in my groups
- Offering detailed feedback in assessments to aid student improvement
- Holding regular office hours to support students in academic work

Jan – June 2022, then Jan – June 2023: Teaching Assistant, School of Media and Communication, University of Leeds, UK

Core Module

- COMM 2910: Communication Research Methods

Key Responsibilities

- Leading 4 seminars with a total of 64 undergraduate students
- Marking and grading assessments for all the students in my groups
- Offering detailed feedback in assessments to aid student improvement
- Holding regular office hours to support students in academic work

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Curriculum Development

April 2025	Course Designer	Developed a short course that was selected through a competitive, multi-peer review process as part of Masinde Muliro university's call for innovative short course proposals. Course title: ***Digital Media Masterclass: Creation, Virality and Monetization***
March – May 2018	Curriculum Development	Part of a 5-member academic team that designed a curriculum for the Cooperative University of Kenya for the **Bachelor of Arts in Media Studies**, Certificate, Diploma and Degree levels

| Nov 2017 | Curriculum Review | Part of a 12-member academic team that reviewed the curriculum for the Department of Journalism and Mass Communication, Masinde Muliro University of Science and Technology |

Short Courses

May 2025 – Media and Digital Policy in Africa: Governance and regulation, Access to Information and Media Viability by the Stellenbosch University, South Africa

PhD Supervision and Examination

Nov 2024 - March 2025:Correctional Supervisor, PhD Thesis – The Structure and Content of FM radio Talk Shows and their Effects on Communication of University Students in Eldoret, Kenya by Chebunet Philip Kiprotich, Masinde Muliro University

Ongoing: Accessing Agricultural Technologies Through Print Media: A Study of Women Farmers' Perceptions and Experiences in Kenya, by Elvis Chamegere (JMC/LH/07-70147/2021)

Ongoing: Tom Ouko - (The Impact of Information and Communication Technologies (ICT) on Print Media in Kenya)

Masters Supervision and Examination

Aug - Nov 2024 –Internal Examiner, Master's Thesis **-** Communication Strategies Employed by 103.9 MMUST FM to Capture Listeners' Attention Regarding COVID-19' by Beryl Teresa Adhiambo, Masinde Muliro University

Ongoing - The Influence of Media Advertisements on Sports Betting Behavior Among the Youth in Kakamega Central Sub-County, Kakamega County' by Christopher Khabuye (BJM/G/14-57094/2016)

Ongoing- Television Coverage and Public Perception of the War Against Terrorism in Kenya, by Alfred Mwabili (JMC/LG/019/2015)

Ongoing - An Exploration of Workplace Harassment and its Impact on the Performance of Female Journalists in Bungoma County, Kenya, by SelphineNnambo (BJM/G/14-53271/2018)

Ongoing - Instagram and TikTok narratives as tools for perpetuating contemporary men's gender identity in Kenya. Sandra Awuor (BJM/G/01-70171/2021)

Peer Reviewed Publications

- Gakahu, N. 2024.Image-Centrism in Africa's Political Communication: A Social Semiotics Analysis of Self-Presentation Practices by Women Political Candidates in Kenya's Social Media Space. *Information, Communication, and Society*, Issue 27 Vol 8, 1-25, Taylor and Francis. **Open Access,** available online - tandfonline.com
- Gakahu, N. 2017. Lyrics of Protest: Music and Political Communication in Kenya." In Onyebadi, U (Ed). In Music as a Platform for Political Communication. Hershey, P.A.: *IGI Global*, Pp 257-273. ISSBN 1522519866

- Gakahu, N and Kaguta, R.J.N. 2011. "The Social Implications of a Global Culture to Africa: Kenya's Case". In the *Journal of Economics and Sustainable Development*. Vol 2. No.4. Pp 163-170. ISSN 2222-2855
- Gakahu, N. and Kaguta,R.N.J. 2011. Communicating HIV/AIDS among Students in Kenya's Institutions of Higher learning: A Challenge of the 21st Century. In the *Journal of Economics and Sustainable Development*. Vol 2. No.4. Pp 171-174. ISSN 2222-2855
- Gakahu, N. (2011) "Sexual Violence and Gender Inequality". In *Afer.* Vol 52, No.4 and Vol 53, No. 1 Pp 219 -230 ISSN 0250-4560
- Gakahu, N. 2010. "The Role of Broadcast Media in Behaviour Change and HIV/AIDS Communication to the Youth: A Focus on Kenya's Music Industry. In *Journal of Media and Communication Studies*, Vol 2(7), pp 154-158.August 2010. ISSN 2141-2545@2010 Academic Journals.
- Gakahu, N. and Lusike, L.M. 2007 "Women's Pages" in Kenya's Mainstream Newspapers: Implications on the Country's Development. In *Gender and Development*, Vol. 15 No. 3, Pp 425 – 435. Great Britain: Taylor and Francis.
- Gakahu, N.W. 2006.The Hidden Curriculum: The Psychological Chain for Disempowering Female Students in Kenyan Universities. In *The Role of Universities in the Attainment of Millennium Development Goals.* Chapter 12, Pp.108 – 113. Nairobi: Kenyatta University

Work in Progress

- Gakahu, N. (in preparation). Digital Visual Activism: A Critical Discourse Analysis of Key Political Protests in Kenya. In Thatelo et al (Eds)*Visual Political Communication: An Afrocentric Perspective,* Routledge
- Gakahu, N. and Paterson, C.   (in preparation).Beyond the Dress: The Mutation of #MyDressMyChoice Hashtag to a Feminist Movement in Kenya. In Bosch, T. (ed) *Feminist Digital Citizenship*, Zed Books.
- Gakahu, N. (in preparation) Afrocentric Approaches to Women's Political Communication and Representation in Kenya's Digital Space. East African Journal of Communication Studies

Public-Facing Articles
- Gakahu, N. 2023. Unlock that Scholarship: A Step-by-Step Guide to Securing Scholarships for International students (Available in Amazon.com)

Local and International Conferences

- Attended an International Conference on *Biodiversity 4th Edition,* organised by the University of Life Sciences 'King Mihai 1' from Timisoara in Romania.
- *The Interplay between Communication, Culture, and Gender on Kenya's Democratic Space: A Netnographic Approach*. Presented at the IAMCR International Conference in Lyon France, July 2023.
- *Women's Voice in Public Discourse: Analysing the Impact of Culture on the Voice of Female Politicians in Kenya's Political Communication Landscape*. Presentation at the MeCCSA Conference, Robert Gordon University, Aberdeen, UK on 7-9 September 2022
- *Alternative Pathways for Political Expression: The Use of Social Media Platforms in Representative Democracy by Female Politicians in Kenya*. Presentation at the 7th International Conference on Communication and Media Studies, National University of Ireland, UK 25th – 26th August 2022

- *Image-Centrism in Political Communication: An analysis of Self-Framing Practices by Women Political Candidates in Social Media During Kenya's National Campaigns of 2022.* Presentation at the IAMCR pre-conference on Women and Digital Political Communication in Non-Western societies, July 2022
- *Academic writing and publishing for graduate students: Responding to CfPs.* A virtual Conference organized by The School of Communication of Daystar University (Kenya) and The Emerging Scholars Network section of International Association for Media and Communication Research (IAMCR) on 2nd Sept 2022
- *Communication, Citizenship, and Representative Democracy: Theoretical and Practical Approaches.* Presented at the IAMCR Doctoral Students Webinar, July 2022
- The seventh edition of The International Journal of Press/Politics Annual Conference. (Virtual Conference) held on 13th – 16th September 2021
- The 71st Annual ICA (International Communication Association Conference- Virtual Conference) held on 27th -31st May 2021
- *From Suppressed Whispers to a Vibrant Industry: Film and Politics in Kenya.* Presented at the African Film and Media Conference, University of Westminster, UK, November 9thth -10th 2013.
- *Breaking the 'Silent Culture' by Kenya's Music Industry: When Women Bear the Blunt Edge in the fight against HIV/AIDS.* Conference on "Beyond Normative Approaches in Media". Held at the University of Witswatersrand, South Africa, March 2012.
- *The Ceremony of the Umbilical cord: When Women's Health is Sacrificed at the Altar of Culture in Kenya.* Presented at the International Conference on Women, Gender and Sexualities in Africa held at the University of Texas, Austin USA, May 2010.
- *Research for Research's Sake: The Challenges Facing Kenya's Universities in their Efforts to address National Development. Presented at the* Asian conference on Arts and Humanities held at Ramada, Osaka, Japan on 18th - 21st June 2010
- *Scholarly Publishing in the 21st Century and its Role in National Development: A Focus on Kenya.* Presented at the Pan African Book Association Conference, Dar Es Salaam, Tanzania on 4th -5thSep, 2008.
- *Sex- Trait stereotypes: Female Politicians' Representation by Kenya's Mainstream Media.*Presented at The International Conference on Media and Elections in Africa,The University of Witwatersrand, Johannesburg, South Africa, 10th - 12th October 2010.
- *The effect of Child Marriage on Women's Health and Education in Kenya: The case of North Rift.* Co-presented with Jackim Matara at the Norwon Symposium, University of Eldoret (formalyChepkoilel Campus) on 5th – 9th December 2006
- *The Hidden Curriculum*: *The Psychological Chain that Disempowers The Female Student n Kenya's Institutions of Higher Learning. Presented at* the Millennium Development Goals regional conference held at Kenyatta University, November 14th –18th, 2006

Administrative Roles

Jan 2025- Ongoing	Faculty Coordinator - Online, Distance, and eLearning (ODEL) – School of Arts and Social Sciences (SASS), Masinde Muliro University
Jan 2025- Ongoing	Examinations and Timetable Coordinator - Department of Journalism and Mass Communication, Masinde Muliro University
Feb 2025 (5th-7th)	Served as Acting Chair of the Department of Journalism and Mass Communication, Masinde Muliro University, upon official delegation

Outreach Activities

My 2025	A member of the Committee that Organized the 18th International Conference themed, '*Exploring the Dynamic Social Systems: Interdisciplinary Approaches for Innovative Solutions'* In Masinde Muliro University of Science and Technology, Kenya
Mar 2025 - Ongoing	Reviewer for Visual Communication Quarterly Journal (Routledge: Taylor and Francis)
Jan 2025 – Ongoing	A member of the Editorial team, Journal of Research and Academic Writing. Utafiti Foundation
Dec 2023 - Ongoing	Reviewer for the Journal of Information, Communication, and Society (Routledge: Taylor and Francis)
Feb 2024 - Ongoing	Reviewer for the Journal of African Journalism Studies (Routledge: Taylor and Francis)
Jan- July 2024	Research Assistant, School of Media and Communication, University of Leeds, UK. **Project**: Digital Media Literacy
March 2024	Invited to review papers and abstracts for IAMCR (Political Communication Division
Jan 2023	Invited to review Abstracts for the IAMCR International Doctoral Research Conference

Public Lectures and Workshops

May 2024	Invited guest lecturer, School of Media and Communication, University of Leeds, UK, to deliver a lecture to MA and bachelor's students in the Climate Change Communication program. **Lecture Topic**: Climate Change Communication in Africa
August 2022	Orchestrated and convened the inaugural International doctoral students' conference under the umbrella of IAMCR. **Theme:** Digital Communication, Citizenship, and Democracy.
March – July 2018	Led a 5-member team in designing the curriculum for the Bachelor of Arts in Journalism and Mass Communication for the Cooperative University of Kenya, Nairobi.
June and July 2017	Led a 6-member team in a workshop on upgrading the curriculum for the Bachelor of Journalism and Mass Communication, Masinde Muliro University, Kenya

Relevant Training

Undertook an Erasmus+ Staff Mobility for Training, Facilitated by the European Union, to enhance higher education global partnerships. The training took place between 21st and 27th July 2025 at the University of Life Sciences 'King Mihai 1' from Timisoara in Romania.

Trained as a trainer of trainers on 'Grant-proposal writing' by the School of Arts and Social Sciences (SASS), Masinde Muliro University, in collaboration with Academics without Borders (AWB) - 10th - 14th Jan 2025

Trained on 'Digital Methods in Communication' as part of summer school by the School of Media and Communication, University of Bournemouth (UK) – 4th -30th July 2023

Trained on 'Data Protection, Information and Security by the University of Leeds, UK – 13th – 20th March 2023

Trained on 'Journal Publishing' by the School of Media and Communication, University of Leeds – 4th and 5th April 2024

Fellowships, Grants, and Awards

Part of a 5-member delegation from Masinde Muliro University of Science and Technology (MMUST), Kenya, that negotiated and formalized a strategic academic partnership with the University of Life Sciences 'King Mihai 1' of Timisoara in Romania (20th-26th July 2025). Out of this partnership, the initial two Students from MMUST would be beneficiaries of the European Union's Erasmus+ Scholarship in Romania (£ 9000 = 1,368,000 Ksh)

Among the 4 Kenyans awarded the Commonwealth Scholarship by the Commonwealth Scholarship Commission (UK) in 2020/2021 to undertake various PhD programs in UK-based universities. I undertook a PhD in Digital Political Communication at the School of Media and Communication, University of Leeds Communication ($ 127,152 = 16,415,408 Ksh)

Awarded The NUORS (The Newcastle University Oversees Research Scholarship), 2020 (£ 48,000 = 7,669,780 Ksh) - Forfeited in favour of the Commonwealth scholarship to the University of Leeds

Awarded a Bursary by the Robert Gordon University Organizing Committee (RGU) and MeCCSA (Media, Communication and Cultural Studies Association) for the 2022 MeCCSA conference in Aberdeen, Scotland ((£ 1,850 = 295,677 Ksh)

Received a grant by the School of Media and Communication, University of Leeds for PhD fieldwork and research in Kenya, June - Dec 2022 (£ 1650 = 263,755 Ksh)

Awarded a triple grant by the University of Bournemouth, University of Leeds, and the Commonwealth Scholarship Commission to attend Summer School on 'Digital Methods in Communication', at the University of Bournemouth (UK), whole of July 2023 (£ 3650 = 583,505 Ksh)

Relevant Workshops
4th Mar 2024: *Overview of Journal Publishing.* Organized by the School of Advanced Studies and the University Press, University of London

9th Mar 2023: *Why study social media? Social science research on Twitter & YouTube.* Organized by Data communication and New technologies, White Rose at University of Sheffield, UK.

10th Feb 2023: *Images in Social Media Research: Digital Tools and Methodological Challenges.* Organized and funded by the German Research Foundation (DFG), in collaboration with NFDI (Nationale Forschungsdateninfrastruktur)

Professional Membership

A Member of IAWRT – KE (The International Association of Women in Radio and Television)

A Member of FAWE – Kenya Chapter (Forum for Association of Women Educationalists)

A member of BIEA (British Institute in East Africa)

A Member of IAMCR (International Association of Media and Communication Research)

A Member of ACUNS (Academic Association of the United Nations System)

Referees

- Mr David Nyongesa, Senior Lecturer and Chair, Department of Journalism and Mass Communication, Masinde Muliro University, Kenya. dnyongesa@mmust.ac.ke
- Dr Kamau Mwangi, Senior Lecturer, Department of Journalism and Mass Communication, University of Nairobi, Kenya. mkamau@uonbi.ac.ke
- Dr Yuan Zeng, Associate Professor, School of Media and Communication, University of Leeds, UK. Y.Zeng@leeds.ac.uk
- Prof Stephen Coleman, Professor of Political Communication at the School of Media and Communication, University of Leeds, UK. S.Coleman@leeds.ac.uk