

Academic Staff Profile

Personal Profile

Personal Details

Name: Dr. Eliud K Situma Title/Qualification: PhD Department: Communication, Media Film and Theatre Designation/Position: Lecturer Email: situma.eliud@ku.ac.ke Contact Address: 43844 Area of Specialization: -Communication, Public Relations - Film Research Interests: - Media Law -intellectual Property Google Scholar: ORCID ID:	
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Academic & Professional Qualifications

- PhD –Department of Communication, Media, film and Theatre Studies.
Research Topic: Effect of docudrama film in reducing psychological distress among urban women refugees in Nairobi County, Kenya-Using a mixed approach research design. You can view [thesis](#) on this link
- MBA (Strategic Management (2012) School of Business, University of Nairobi
- Global Health Leadership and Management (2013) Washington University
- MA (Communications)(2008) University of Nairobi, School of Journalism
- Bachelor of Laws (LL. B) School of Law, University of Nairobi

Employment History

2018-to date	Lecturer	Kenyatta University
2013-2014	Executive Director	Brett Communications
2012-2013	Communications Lecturer	Mount Kenya University
2012-2012	Director, Strategy & Communications	ZK Advertising
2009-2011	Programme Officer (Communications)	PeaceNet Kenya (NGO)
2007-2008	Public Relations Officer	Admarg Advertising
2006 2007	Kinscript Publisher	Editor

Publications

Referred Journals

- - The Potency of Docudrama Films in Tapering Psychosomatic Distress among Urban Women Refugees-**Nairobi Journal**
- Utilization of Films as Wellsprings of Succour, Edification and Repose for Psychologically Lacerated Persons: An Exploratory Study-**Nairobi Journal**
- Narrative dispositions in modern video games -**African Journal of Emerging issues, 5(12), 39-56. ISSN ONLINE 2663-9335. 2023**

Other Publications

- Nurturing Nationhood through Peace Media
- Integrated Knowledge Management and Communications Strategy for IGAD Climate and Application Centre (ICPAC)

Conferenced/Workshops/Seminars Attended

Conferences Attended

- Competition Law and Policy organized by Competition Authority of Kenya (2020)
- Public Relations Society of Kenya annual summit at Pride In Hotel Mombasa

Students

Masters

- Shirley Achieng –Masters Student. Topic: Exploration of online user generated films in Kenya
- Alex Ochieng- Masters Student: Topic: Social effect of film festivals on informal settlement dwellers in Nairobi, Kenya.
- Franklyne Manono Mudulia –Aspects of Cinema in Modern Video Games:Analysis of Sony Interactive Entertainment Video Games.

Professional/ Consultancy (Editor/ Peer review in journals, Networks/ Collaborations, External Examiner, Patents)

- Peer reviewer, journal of the Kenya national Commission for UNESCO
- Communication and Knowledge management Consultant, Kenyatta University Consultancy Unit
- Audio –Visual Production Consultant for IDH the Sustainable Trade Initiative, Netherlands (2020-2021)
- Communication and Knowledge Management consultant trainer for members of Public Relations Society of Kenya in (June 2020)
- Capacity Building Consultant; Social Media Management-Brainstorm Management Consultancy (2019)

- Editorial Consultant- IGAD Climate Prediction and Applications Centre (ICPAC) (2017)
- Lead Knowledge Management and Communications Consultant for -IGAD Climate Prediction and Applications Centre (ICPAC), a regional centre that comprise 11 member states in Africa -USAID funded project PREPARED (2020)
- Consultant Trainer-National Steering Committee On Peace Building And Conflict Management (2008)
- Consultant and mentor for youth under auspices of KEPSA(Kenya Private Sector Alliance)-(2015)
- Communications and KM Consultant to determine public access to information and develop and integrated marketing communications strategy. (2016)
- Behaviour Change Communications Consultant-University of Nairobi Institute of Tropical and infectious Diseases(UNITID) (2012)
- Curriculum Developer Consultant, Development of Film and Animation programme for Mount Kenya University (2013)
- Lead Consultant Capacity Building for Kenya Conference of Catholic Bishops (KCCB) (2014)
- Lead Communications and Knowledge Management Consultant -Farm Concern International (2012)
- Communications and Strategy Consultant-National Environmental Management Authority (NEMA)(2012)
- Communications and Strategy Consultant carrying out a communications audit, development of the strategy and guiding on implementation process. -National Environmental Management Authority (NEMA) 2011
- Lead Editorial Consultant-National Aids Control Council (NACC), offered both technical and substantive editing services to an HIV and AIDS Competency Guideline.
- Communications Monitoring and Evaluation Consultant at Youth Initiatives Kenya(YIKE) training on Technical and Programmatic support on HIV/Aids outreaches in Mukuru,Huruma and Dandora (2008)
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Administrative Positions Held

Recognized university administrative positions

- E-Learning Coordinator, School of Creative Arts
- Chairperson, Strategic Planning, School of Creative Arts
- Committee member, 2016-2026 university strategic and vision plan revision committee (May- August 2023)
- Committee member, harmonization of programmes in the university (May – July, 2023)