

## **CURRICULUM VITAE: ADMINISTRATIVE AND ACADEMIC EXPERIENCE**

### **1.1 Personal Profile**

#### **1.1.1 Personal details**

**Name:** DR GEORGE NGUGI KINGARA

**Department:** COMMUNICATION, MEDIA, FILM AND THEATRE STUDIES

**Designation:** SENIOR LECTURER

**Email:** kingara.george@ku.ac.ke

**Areas of specialization:**

- Communication Studies
- Media Studies
- Media production (Television and Film)

**Research Interests:**

- Media audiences
- New media trends and their impact on social change

**Google Scholar:** <https://scholar.google.com/citations?user=9nl6LNwAAAAJ&hl=en>

#### **1.1.2 Academic & Professional Qualifications**

- PhD, Media Studies (television audience research). Centre for Communication, Media & Society, University of KwaZulu Natal, 2010.
- Master, Communication Studies. California State University, Los Angeles, USA, 2000.
- Bachelor of Arts, Film & Television Broadcasting. California State University, Los Angeles, USA, 1999.
- Bachelor of Science, Mass Communication. Kennesaw State University, Marietta, Georgia, USA, 1993.

#### **1.1.3 Employment History**

- Senior Lecturer, Kenyatta University, July 2015 to Current.
- Lecturer, Chuka University, 2010 to 2015.
- Private Tutor in university essay and MA thesis writing, 2006. Taught thesis and essay writing skills, idea generation skills and essay 'narrative techniques' to students at SOAS, University of London and other universities.
- Tutorial Fellow, Daystar University, 2001 to 2003.
- University Writing and English Reading tutor, 1996 – 2000, University Writing Centre of California State University, Los Angeles. Conducted workshops on using the computer as a reading, writing and research tool for first year undergraduate students.
- Undergraduate University Writing Centre Tutor, 1991 – 1993. Tutored undergraduate students in one-to-one set ups on writing the university essay and other English writing assignments at Kennesaw State University, Marietta, Georgia, USA.

#### 1.1.4 Administrative Work Experience

- Served as Ag. Registrar (Corporate Affairs), Kenyatta University from 22<sup>nd</sup> April 2025 to 21<sup>st</sup> May 2025.
- Served as Ag. Director, Public Relations and Communication, Kenyatta University from 22<sup>nd</sup> June, 2024 to 21<sup>st</sup> May 2025
- Appointed as Chairperson, Department of Communication and Media Studies, Kenyatta University, May 2016 to February 2020.
- Appointed as Ag. Director, KUTV and Radio Services in 2017 to 2018, and 2020 to January 2025.
- Appointed as Dean, Faculty of Arts and Humanities, Chuka University, December 19<sup>th</sup> 2012 to August 5<sup>th</sup> 2015.
- Served as Coordinator, Department of Arts and Humanities, Chuka University College, postgraduate oral exams activities, May 2011 – December 2012.

#### 1.2 Notable Achievements

- Received the Vice-Chancellor's Award for leading KU Radio to win the *Tukuza Award 2024 Community Radio Station of the Year Award*.
- Led the KUTV team in winning the Kenya Film Commission *Kituo Halisi Kalasha Awards, 2021*.
- Led the KUTV team in winning the *Communication Authority KUZA Award for Best Local Content at Prime Time, 2018*.
- Secured a Television Broadcasting Partnership with China Media Group (CMG) which provides KU Radio and KUTV with several Kiswahili programs since May 2022.
- Established a Partnership with the Kenyatta University School of Law that aided the School in implementing activities of the Kenyatta University Legal Aid Clinic through *Law Matters*, a KUTV original programme which I conceptualized and co-produced.
- Assisted in securing of a grant of Ksh **Ksh 529, 259.28** from Global Greengrants Fund UK/Europe through Kenyatta University Legal Aid Clinic which was used to produce *Law Matters*, the KUTV legal education programme aired on KUTV from January 2022 to end of March 2022.
- Secured a Television Broadcasting Partnership with Voice of America (VOA) which paid for KUTV staff training and provided programming content for from 2017 to 2025.

#### 2.1 Relevant Conferences/Workshops/Seminars Attended

- Leadership and Management Training, February, 2025, Kenyatta University.
- University Quality Management System Awareness Training, August 2024, Kenyatta University.
- Media Managers training workshop on *Surviving and Thriving in the Post Pandemic Era*, held on 10<sup>th</sup> to 15<sup>th</sup> may 2023 in Nanyuki, Kenya.
- Media Managers training workshop on *Investing in the Health of Your Newsroom* held on 23<sup>rd</sup> to 27<sup>th</sup> June 2022 in Cape Town, South Africa.
- Media Managers training workshop on *How to create sustainable revenue in a rapidly changing digital world* held on 8<sup>th</sup> - 11<sup>th</sup> October 2021, in Balaclava, Mauritius.

- KNATCOM Communication and Information Programme Committee workshop for preparation of Country Position Paper presented in the 41st Session of the General Conference of UNESCO in Paris, France, October 4<sup>th</sup> 2021.
- Training on Management of Schools for Board of Management by the Department of Early Learning and Basic Education, Ministry of Education, January 2020.
- Training Workshop for Chairpersons of Department, Kenyatta University, January 2018.
- Knowledge capturing workshop by Council of Governors, September 2018.
- Quality Management System/ISO 9001 – 2015 awareness training workshop, Kenyatta University, May 2017

### **3.1 Technical Skills/Expertise in Media Production**

- Desktop Publishing/Graphic design: Adobe Illustrator and Adobe Creative Suite 6
- Video/Film Editing: Adobe Pro Premier, Final Cut & Other Digital Video Editing Software,
- Video Camera operation: on-location and in-studio broadcast videography.
- TV Directing: in-studio, control board operation with multiple camera system and remote feeds.
- Digital photography and film cameras operation.
- TV programmes Production.
- Script writing for Corporate and other documentaries.

### **4.1 Professional Affiliations & Portfolios**

- Digital Broadcasters Association
- East African Communication Association

#### **4.1.1 Consultancy and Project Reports**

- Communication expert representing Kenyatta University at Kenya National Commission for UNESCO (KNATCOM), 2020 to 2023.
- Contributor/ Participant in Media Council of Kenya forum for Review of Guidelines for Media Coverage of Elections Published in 2012, held on 21<sup>st</sup> January 2017 in Naivasha.
- University Statutes for Chuka University, 2011.
- Contributor, 'Culture, Communication and Media Studies (CCMS) Written Response to Government on the Public Service Broadcasting Discussion Paper' (South Africa, August 2009).

#### **4.1.2 Networks/Collaborations**

- Nation Media Group
- Royal Media Services
- Media Max
- Standard Group
- Radio Africa Group
- Voice of America
- China Media Group
- Kenyatta University Legal Aid Clinic
- Department of Film Services

## 5.1 Publications

### 5.1.1 Referred Journals

- Mwangi-Mburu, R., King'ara, G. N. & Mugubi, J. (2025) 'Vernacular commercial radio as a promoter of the perceived severity of alcoholism: Case of Kikuyu FM stations in Kenya'. *African Journalism Studies*. <https://doi.org/10.1080/23743670.2025.2548784>
- Mwangi-Mburu, R. & King'ara, G. N. (2025) "Target Audience Perception of Radio Messages Promoting Behaviour Change among Alcoholics in Central Kenya: A Health Belief Model Analysis". *Journal of Communication and Media Research*. <https://www.jcmrjournal.org/article/target-audience-perception-of-radio-messages-promoting-behaviour-change-among-al> 623
- Omukoba, D. S. & Kingara, G. N. (2024) Membership in Online Groups: A Source of Bridging and Bonding Social Capital for Kenyan Youth. *Journal of the Kenya National Commission for UNESCO*, 5 (1). <https://doi.org/10.62049/jkncu.v5i1.221>
- King'ara, G. N., & Omukoba, D. (2021) 'Creating an Online Self: Developing Virtual Identity in Online Group Interaction Spaces'. *International Journal of Current Aspects*, 5(3), 18-31. <https://doi.org/10.35942/ijcab.v5i3.185>
- Kingara, George Ngugi, Zachary Njogu Waita and Allan Mwangi (2017), 'Types of Sex Programmes Aired on Vernacular Radio'. *IOSR Journal Of Humanities And Social Science (IOSR - JHSS)*, PP 64 – 69. <http://www.iosrjournals.org/iosr-jhss/papers/Vol.%202022%20Issue7/Version-10/G2207106469.pdf>
- King'ara, George Ngugi (2014). 'The Political Economic History of the Introduction of Television in Kenya'. *Ecquid Novi: African Journalism Studies*. <https://doi.org/10.1080/02560054.2014.955866>
- King'ara, George Ngugi (2013). 'Mining Edutainment with Mainstream Soap Operas'. *African Communication Research Journal*. Vol. 6, No. 1, 89 – 110.

### 5.1.2. Book Chapters

- Kingara, George N. (2011) 'Kenyan Soap Operas as Functional Entertainment, Redefining the Role of Television Melodrama for an Active Audience', in Diana I. Rios and Maria Castaneda (eds.) *Soap Operas and Telenovelas in the Digital Age: Global Industries, Hybrid Content, and New Audience*, Peter Lang: New York.

### 5.1.4 Refereed Exhibitions and Performance

- Host and Concept Developer of *LAW MATTERS* (TV Discussion Show, KUTV 2022)
  - i. <https://www.youtube.com/watch?v=qVk5M3ZBV80&t=704s>
  - ii. <https://www.youtube.com/watch?v=1Lp77n0IdoI&t=98s>
  - iii. <https://www.youtube.com/watch?v=JUrwBgRV90&t=64s>
  - iv. <https://www.youtube.com/watch?v=yeIrAxoqTts&t=803s>
  - v. <https://www.youtube.com/watch?v=72PRzPSfFzs>
  - vi. <https://www.youtube.com/watch?v=WdyBux3WGr0>
  - vii. <https://www.youtube.com/watch?v=ZMDHy4TkVGQ>
  - viii. [https://www.youtube.com/watch?v=dC\\_BLYeV1IY&t=71s](https://www.youtube.com/watch?v=dC_BLYeV1IY&t=71s)
  - ix. <https://www.youtube.com/watch?v=UGBviOj0LTI&t=58s>

- x. <https://www.youtube.com/watch?v=TROnr7fllIA>
- xi. [https://www.youtube.com/watch?v=DEalgwN\\_xxs](https://www.youtube.com/watch?v=DEalgwN_xxs)
- xii. <https://www.youtube.com/watch?v=AEYThyEdpMs>
- xiii. <https://www.youtube.com/watch?v=8-GQeuPB2B0&t=100s>
- xiv. <https://www.youtube.com/watch?v=ZgpiGsaUst4>
- xv. [https://www.youtube.com/watch?v=FX\\_R3zRFxP4&t=21s](https://www.youtube.com/watch?v=FX_R3zRFxP4&t=21s)
- xvi. [https://www.youtube.com/watch?v=qYl\\_tSlGWiU](https://www.youtube.com/watch?v=qYl_tSlGWiU)
- xvii. <https://www.youtube.com/watch?v=zpkURqSU9ao>
- xviii. <https://www.youtube.com/watch?v=MHSmeNhmb7A>
- xix. <https://www.youtube.com/watch?v=ZMDHy4TkVGQ&t=18s>

### 5.1.5 Other Publications

- Ngugi Wa Kingara (2020) [How we can best create nationhood](https://nation.africa/kenya/blogs-opinion/opinion/how-we-can-best-create-nationhood-36642)  
<https://nation.africa/kenya/blogs-opinion/opinion/how-we-can-best-create-nationhood-36642>
- Ngugi Wa Kingara (2016) [Pondering why Kitching gave up African Studies](https://www.academia.edu/3623472/Pondering_Why_Kitching_Gave_Up_African_Studies)  
[https://www.academia.edu/3623472/Pondering Why Kitching Gave Up African Studies](https://www.academia.edu/3623472/Pondering_Why_Kitching_Gave_Up_African_Studies)
- Editorial Board member, *The Tribune* and *Kenyatta University Newsletter*, 2025.
- Kingara, George Ngugi (2010) 'Policing Public Broadcasting'. [SUBtext no. 9, Summer 2010.](https://ccms.ukzn.ac.za/publications/sub-text/)  
<https://ccms.ukzn.ac.za/publications/sub-text/>
- King'ara, George Ngugi (May 2009) 'Pop Goes Kenya' (explores role of advertising as cultural input), *The Media* (magazine for media professionals), South Africa.  
<https://www.scribd.com/document/14356565/Is-Mass-Media-Advertising-in-Kenya-Irrelevant-Cultural-Input-1>
- King'ara, George Ngugi (May 2008) 'Kenya TV Disappoints' (examines implications of recent changes in Kenyan public television), *The Media* (magazine for media professionals), South Africa. [https://themediainline.co.za/2008/05/kenya\\_tv\\_disappoints/](https://themediainline.co.za/2008/05/kenya_tv_disappoints/)
- Special Features writer, *Sunday Times* (Kenya), February 2010 to 2011.

## 6.1.3 Supervision of Postgraduate Students

### 6.1.3.1 Masters

- 'Attitudes of Listeners on Sex Talk on FM Radio: A Case Study of Three Radio Stations', Chuka University. **(Graduated in 2017).**
- 'Influence of Online Journalism on News Access and Choice in Selected Kenyan Universities', Chuka University. **(Graduated in 2017)**
- 'A Study on Edutainment Radio Programmes as a Strategy for Behavioral Change for the Youth in Nyando and Kisumu Districts of Nyanza Province – Kenya', Daystar University. **(Reader of Dissertation, Graduated in 2006).**

### 6.1.3.2 PhD

- 'Efficacy of Kikuyu Radio Messages in Promoting Behaviour Change Among Risky Alcohol Consumers: the Perception of Audiences in Murang'a County', Kenyatta University **(Graduated, 2023)**

- ‘Exploring the Role of Media Convergence in Intrusion of Privacy: Experiences of Regular Internet Users in Nairobi City County, Kenya’, Kenyatta University **(Graduated, 2021)**
- ‘Online Group Interaction and the Development of Virtual Identity Among the Youth in Nairobi City County, Kenya, Kenyatta University **(Graduated, 2021)**
- ‘Influence of Opinion Leadership Communication Strategies on Exclusive Breastfeeding in Meru County, Kenya’, Kenyatta University **(Graduated, 2020)**
- ‘Factors Influencing Attitude Toward Internet Advertising and Online Shopping in Kenya’ Chuka University. **(Graduated in 2019)**
- ‘A Critical Discourse Analysis of Key Newspaper Headline Stories on Ideological Conflicts in Kenyan Politics’, Chuka University **(Graduated, 2016).**

#### **6.2.1 Editorial Boards/Referee for Professional Periodicals**

- *Journal of African Media Studies*
- *Communicatio Journal*
- *Journal of African Cinemas*

### **1.6.5 Other Experience sub-category (TV, Print Media Production Technical Skills)**

#### **1.6.5.1 Filmmography/TV Productions**

- *LAW MATTERS*, (TV PROGRAMME, 2022)
- *PASTOR* (Music Video, 2022)
- *MISSED CALL* (Music Video, 2021)
- *BITE OFF THE MUSIC* (Feature Documentary, 2020)
- *GARI LETU MANYANGA* (Feature Documentary, 2007)
- *MAISHA SIRI* (Soap Opera Drama, 2005)