

Academic Staff Profile

Personal Profile

Personal Details

Name: Dr. Tommy K. Kiilu Title/Qualification: Dr. Department: Communication, Media, Film and Theatre Studies, Designation/Position: Chairperson Email: kiilu.tommy@ku.ac.ke Contact Address: Area of Specialization: -Communication -Media -Public Relation -Print and Electronic media Research Interests: -Media -Development communication -Communication -Public Relation -Management & CSR	
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Academic & Professional Qualifications:

- Doctor of Philosophy (PhD) Degree in Communication Arts (Pontifical University of Saint Thomas Aquinas in Rome-Italy 2010).
- Master's Science Degree (M.Sc.) in Business Management and Corporate Social Responsibility (CSR), in Faculty of Jurisprudence. (LUMSA University-in Rome-Italy 2008).
- Masters of Arts Degree (Licentiate) Degree in Social Communication (Pontifical Gregorian University in Rome-Italy -2007).
- Bachelor of Arts Degree in Social Communication (Pontifical Gregorian University, Rome-Italy -2006).
- **2003-2004:** Diploma in Mass Communication (TV Production Option). Andrew Crawford Media Training School, Nairobi-Kenya.
- **2004:** Diploma in Italian language. Italian Institute of Culture – Nairobi (Embassy of Italy in Nairobi- Kenya).
- **2003:** Certificate in Italian language. International Centre for Tourism and Foreign Language Nairobi-Kenya.
- **2016 January-December 2016:** Certificate of specialization in Business Strategy by University of Virginia on Coursera, Darden School of Business.

Employment History:

- **May 2015- Present: Lecturer**, Department of Communication, Film, Media & Theatre Studies, Kenyatta University, Nairobi-Kenya.
- **-2014 September - May 2015: Chairperson/Head of Department (H.O.D)**, *Department of Communication Studies* at Presbyterian University of East Africa (P.U.E.A), Nairobi-Kenya.
- **2013- 2014: Senior Lecturer and Academic Leader**, *Department of Communication Studies* at Presbyterian University of East Africa (P.U.E.A), Nairobi-Kenya.
- **2007-2009: Marketing Leader**, at Cobra Group, FTDM Marketing SRL (LTD), Via Flaminia-197 Rome

Achievements:

- **February 2020-Present:** Appointed **Chairperson (Head of Department)**, Department of Communication, Media, Film and Theatre Studies.
- **2017-2019:** Appointed **E-Learning Coordinator**-Ruiru Campus, Kenyatta University, Nairobi-Kenya.
- **2016-2019:** Appointed **Departmental Examinations Co-ordinator/Administrator**, Department of Communication, Film, Media & Theatre Studies, Kenyatta University, Nairobi-Kenya.
- **May –June 2019:** Appointed **Acting Chairman**, Department of Communication, Film, Media and Theatre Studies for period of two months.
- **16th Dec-2nd Jan 2020:** Appointed **Acting Chairman**, Department of Communication, Film, Media & Theatre Studies, Kenyatta University, Nairobi-Kenya.

PUBLICATIONS:

Books and Book Chapters in a University Level Scholarly Book:

- Book by Dr. Tommy K. Kiilu & Dr, Martin K. Githinji (2024): Human Communication through a Social Psychology Lens: A Theoretical Perspective. Cambridge Scholars Publishing, Lady Stephenson Library, Newcastle upon Tyne, NE6 2PA, UK. ISBN: 1-0364-1138-9, ISBN13: 978-1-0364-1138-1, ISBN (Ebook): 978-1-0364-1139-8 <https://www.cambridgescholars.com/product/978-1-0364-1138-1>
- Book Chapter by Dr. Tommy K. Kiilu Women Filmmakers in Kenya: Navigating the Cinematic Landscape. Waiting publication in a Handbook of Women Filmmakers in Kenyan.

Published Articles In Referred Journals:

- 1) Deckillah S. Omukoba, Dr. Tommy K. Kiilu Online Group Interaction and the Development of Virtual Identity Among the Youth in Nairobi County, Kenya. International Journal of Business Management, Entrepreneurship and Innovation, Volume 3, Issue 2, 2021, PP 15-30 with Reference Number **DOI 10.35942/jbmed.v3i2.187**, **SERIAL NO 20210010277147** and access link <https://doi.org/10.35942/jbmed.v3i2.187>
- 2) Kilonzo, O., Kiilu, T., & Githiora, B.- PARLIAMENTARY REPORTING IN KENYA: AN EVALUATION OF THE TWO LEADING NEWSPAPERS FOR THE PERIOD 2011-2021, *The Strategic Journal of Business & Change Management*, 10 (1), 80 – 95. Vol. 10, Iss.1, pp 80 – 95. January 12, 2023. www.strategicjournals.com, ©Strategic Journals. No. 2023/10/1/005 Print ISSN: 2414-8970, Online ISSN: 2312-9492 ISSN2663-127X and access link: <http://www.strategicjournals.com/index.php/journal/article/view/2528>
- 3) Onesmus Kilonzo, Dr. Tommy Kiilu (PhD) & Dr. Barnabas Githiora (PhD), NEWSPAPER AUDIENCES' GAINS FROM READING NEWS ABOUT PARLIAMENT IN KENYA, *The Strategic Journal of Business & Change Management*, Vol. 4, Iss. 1 (2023), pp 1 – 12, January. 12, 2023. www.reviewedjournals.com, ©Reviewed Journals, ISSN: 2663-127X and access link: <https://www.reviewedjournals.com/index.php/Business>
- 4) Nthanda Jacqueline Kakhobwe, Tommy Kiilu, Barnabas Githiora, Framing of HIV and AIDS messages of Zokonda Amayi phone-in radio programme in rural Malawi. 9th day of March,2023, International Journal of Current Aspects, Volume 7, Issue 1, 2023 PP 51-62, ISSN 2707-8035 and access link: <https://doi.org/10.35942/ijcab.v7i1.306>, Reference Number:10.35942/ijcab.v7i1.306.
- 5) Kakhobwe, N., Kiilu, T. ., & Githiora, B. . (2024). Radio Listenership of Zokonda Amayi phone-in programme among women in rural Malawi: None. *Journal of Applied Humanities and Social Sciences-* ISSN 2791-1594, 3(1), 21–36. <https://doi.org/10.35942/jahss.v3i1.12>, Issue: [Vol. 3 No. 1 \(2024\): Research and Innovation](#)
- 6) Kilonzo, O. M., Kiilu,T. K., & Githiora, B. W. (2024). Evaluating negative, positive and neutral reporting in newspapers in Kenya: A case study of daily nation and the standard newspapers.Reviewed International Journal of Media, Journalism and Mass Communications , 5 (1), 1–15. Vol. 5, Iss. 1 (2024), pp 1 – 15, May 31, 2024. www.reviewedjournals.com, ©Reviewed Journals.

<https://www.reviewedjournals.com/index.php/media-journalism-mass-comm/article/view/203/183>.

Other Publications

Published Newspaper Articles 2006 with African News –Newspaper:

- a) Kenyan Fashion designer wins Catholic award, Year 4-no. April 2006
- b) Congolese community in Rome meets visiting Bishops. Ambassador of Republic of Congo Ngunza: Congo moving toward stable peace and democracy. Year 4-no.2 February 2006.

Conferenced/Workshops/Seminars Attended

Conferences Attended

(a) 1st -2nd November 2024-Attended a workshop in Naivasha. UNESCO and The Commission for University Education (hereinafter, CUE) partnered to hold the Media Information Literacy (MIL) workshop at the Eseriani Hotel in Naivasha on the 1st and 2nd of November 2024. The objectives of the workshop were:

1. To examine how to integrate MIL, either as a major course or a university common unit (UCU), in Kenyan universities
2. To develop benchmarks for MIL university common unit (UCU)
3. To form and train a group of MIL researchers and trainer of trainers - ToTs (Phase 2 of the project)

(b) 3rd -5th April 2024 Attended Conference: A Handbook of Women Filmmakers in Kenyan Cinema Conference, Fairmont Norfolk, Nairobi – Attended a three-day workshop and presented a book chapter titled "Navigating the Cinematic Landscape of Women Filmmaking in Kenya." Received a Certificate of Appreciation in recognition of my contribution at the conclusion of the conference.

(c) 2008: Attended Workshop/Conference in United States of America at Minnesota St. Paul University. Assisting Business Leaders in Creating Ethical & Profitable Business Cultures

Business Partners with the Pontifical University of St. Thomas
Internship, Conference and Research

- Participated in a research conference in USA which involved visits to companies integrating business ethics and CSR into their practices and policies and discussions with managers. The aim of the conference was;
(i) To allow participants to experience CSR in USA together, so as to enrich their learning experience within a multicultural context.

(ii) To expose students to various understandings of business ethics and CSR in light of the different moral and spiritual traditions people bring to business.

- (iii)To provide many opportunities for participants to meet US businesses interested in business ethics and CSR and to examine how they translate their understanding of both into practice within their particular business context.
- (iv)To examine the current state of business ethics and CSR in our globalized economy.

(d)February 2016-Attended Workshop in Kenya at Kenyatta University, Integrity Assurance Officers' Training Workshop in collaboration with Ethics and Anti-Corruption Commission (EACC). Certificate in Anticorruption was awarded.
Kenyatta University Conference Hall (KUCC)

Supervision of Postgraduate Students

S/No	Name of student	Thesis title	Status of Supervision	Level of study
1.	Susan Kiambari Kalangi F88/38313/2016	An Investigation into the Influence of Opinion Leadership Communication Strategies on Exclusive Breastfeeding Among Lactating Mothers in Meru-County, Kenya	Completed and Graduated on Friday 18 th December 2020	P.H.D
2.	Deckillah Shitandi Omukoba, F88/37742/2017	The Role of Online Group Interaction in Development of Identity Among Emerging Adults in Universities In Kiambu County, Kenya	Completed and Graduated on Friday 17 th December 2021	P.H.D
3.	Nthanda Jacqueline Kakhobwe (M.A) F88F/25214/2018	The Efficacy of Zokonda Amayi Phone-in Radio Programme in Raising Hiv And Aids Awareness Among Women of Lilongwe In Malawi	Completed and Graduated in 19 th July 2024	P.H.D
4.	Onesmus Kilonzo F88/26883/2018	An Assessment of Parliamentary Reporting in Kenya's Print Media	Submitted Final Thesis for examination	P.H.D
5.	Alfred Wandera Sanday F88/33404/2014	Televising Courts In Kenya: An Examination of Its Effects On The Public Knowledge, Perception, And Confidence	Defended Proposal at School	P.H.D

		in The Justice System	level	
6.	Adagala Nancy Amaye (F88/22571/2021)	The Role Of Twitter Influencers On Audience Attitudes During 2022 Kenyan Presidential Political Campaigns And Elections.	Defended Proposal at School level	P.H.D
7.	Sungu Dudi Simon. F66/20165/2022.	Advertising and Social Media Influencing in Kenya Proposal	Proposal Writing	M.A
8.	Wilson Yego M66/CE/24133/2013	Analyzing The Reduced Consumption Of Mobile Cinema In Nairobi County	Data Analysis	M.A
9.	Daniel Kutiri F66/27392/2019	The Nexus Between Incivility On Social Media and Freedom of Expression in Kenya	Data Analysis	M.A
10	Mwangi Agnes Waigumo F88/27749/2019	Empowering Female Youth In Rural Communities Through Digital Media Technology In Meru County.	Proposal Writing	P.H.D
11	Victor Mutisya Kyalo F66/21845/2022	Examining The Role Of AI In Shaping Public Discourse On X And Facebook During The Finance Bill 2024 Debate In Nairobi, Kenya.	Proposal Writing	M.A

Administrative Positions Held

Recognized university administrative positions:

- **February 2020-Present: Chairperson (Head of Department),** Department of Communication, Media, Film and Theatre Studies.
- **May 2015-February 2019: Lecturer,** Department of Communication, Media, Film & Theatre Studies, Kenyatta University, Nairobi-Kenya.
- **2017-2019: E-Learning Coordinator-Ruiru Campus,** Kenyatta University, Nairobi-Kenya.
- **2016-2019: Departmental Examinations Co-ordinator/Administrator,** Department of Communication, Film, Media & Theatre Studies, Kenyatta University, Nairobi-Kenya.

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- **16th Dec-2nd Jan 2020: Acting Chairman,** Department of Communication, Film, Media & Theatre Studies, Kenyatta University, Nairobi-Kenya.

Other administrative positions Held

- **2016-Present: Member of the School Board of Postgraduate Committee--** School of Creative Arts, Film and Media Studies- Kenyatta University.
- **2016-Present: School Library Committee Member--** School of Creative Arts, Film and Media Studies- Kenyatta University.
- **2016-Present: Member of Review committee/curriculum development -** School of Creative Arts, Film and Media Studies- Kenyatta University.
- **2019-April 2020: Chairman of Review committee/curriculum development-** Department of Communication, Film, Media & Theatre Studies, Kenyatta University.
- **2016- Present; Integrity Assurance Officer (IAO)-** Kenyatta University.
- **2016-2020; Attachment Coordinator,** Department of Communication and Media Studies, Kenyatta University, Nairobi-Kenya.