About the Contributors

**Lynete Lusike Mukhongo** is a Senior Lecturer in the Department of Communication Studies, Moi University. She holds a PhD in Communication Studies, focusing on rethinking the dialogues of media influences among urban youth audiences in Africa. She is passionate about the role of media in social and political change in Africa, and her research interests include: Social media and Political Change; Media, Governance and Human Rights; and Gender and Armed Conflicts. She has also won various research awards such as German Academic exchange Service (DAAD); Coimbra Group Scholarship Programme for Young African Researchers, Moi University 5th URF Fund; and The British Academy International Partnership and Mobility (IPM) Grant. She also currently holds the position of Deputy Director, Students and Academic Affairs, Moi University, Nairobi Campus.

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About the Contributors

Alfred Akwala graduated with a Bachelor’s degree in Linguistics and Literature in 2000. In 2008, graduated with a Master’s degree in Linguistics and in 2014 successfully defended a Ph.D. thesis to the Moi University Department of Communication. Currently is a part time lecturer at the Technical University of Kenya-Nairobi (Kenya).

Kamaldin Abdulsalam Babatunde obtained his first degree and second degree from the oldest University-Al-Azhar, Cairo, Egypt. He lectures in the department of Mass Communication, College of Information and Communication Technology, Kwara State University, Malete, (KWASU) Kwara State, Nigeria. Prior to joining, KWASU, he had lectured in Lagos state university in the department of public relations and advertising. He has authored and co-authored journal articles. His research interests are in marketing communication, advertising effect, public relations, advertising & consumer psychology and Islamic communication ethics. He is a member of professional bodies both in Nigeria and abroad.

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Babatunde Adeshina Faustino is a graduate student in the Department of Mass Communication, University of Lagos. He has participated in several research activities within and outside the Department of Mass Communication, University of Lagos. He is a member of Nigerian Institute of Public Relations (NIPR), Advertising Practitioners’ Council of Nigeria (APCON), and Association of Communication Scholars and Professionals of Nigeria (ACSPN). He is a laureate of Bloomberg Media Initiative Africa (BMIA).

Julius M.M. Kirigha is a Communication & Media scholar with Research interests in Media and Politics, Media & Culture, Media and conflict management. He is a masters student in Communication Studies at Moi University, Kenya and holds a B.A in Communication and Media, Diploma in Mass Communication, Diploma in Agricultural Economics, and a Certificate in Investigative Journalism. He is also a film producer and currently the Head of Multimedia Communication Department at the National museums of Kenya, Nairobi.

Robert Masinde holds a Ph.D. in English Language Education (Moi University); a Master of Philosophy in Educational Communication and Technology (Moi University); a Bachelor of Education Arts (University of Nairobi); and a Diploma in Information Technology (Jomo Kenyatta University of Agriculture and Technology). He has taught English and Literature in High School for 13 years. Currently, he is a lecturer of Communication and Public Relations in the Department of Communication Studies, of the School of Human Resource Development, at Moi University. His research interests are in New Media, communication and the English language.
Sophie Muluka is a Kenyan Doctor of Philosophy Candidate in Communication Studies at the Moi University in Kenya and Special Student at the School of International Development and Global Studies of the University of Ottawa in Canada. Hold a Master of Science degree in Development and International Policy from the University of Bristol in the United Kingdom, a Post-Graduate Diploma in Mass Communication and a Bachelor of Arts (Hons.) degree both from the University of Nairobi in Kenya. Communications professional with proven ability in development communication & international policy and practical leadership experience in challenging and diverse environments at the national, regional and international levels. Wide experience in development, planning and implementation of information and communication strategies in the United Nations, public sector and NGO. Proven communication skills and experience in developing strategic communication interventions designed to improve outreach and promote public ownership of organizations’ programmes and policies. Held the position of UNDP Advisor for Research, Information and Communications in the Ministry of Devolution, Planning and National Development in Kenya promoting collaboration between the Ministry and other stakeholders to enhance delivery on programmes related to the Kenya Vision 2030, Millennium Development Goals and other development programmes. Served as UN Communications Officer at the United Nations in Zambia, Regional Communications Manager at the International Institute for Rural Reconstruction, Africa Centre and as Head of the Press Office at Kenya’s embassy in Germany, accredited to Austria, Romania and Bulgaria, besides holding various positions within Kenya’s public service.

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Abigail Odozi Ogwezzy-Ndisika is an Associate Professor of Mass Communication at the University of Lagos, Nigeria with emphasis on development and corporate communication. She has industry experience in Mass Communication and consults for various Ministries Departments and Agencies (MDAs) of the Federal Government of Nigeria (FGN), international development agencies, and management consulting firms. She is a recipient of ELF Petroleum Coy Ltd and British Chevening scholarships; laureate of the Council for the Development of Social Science Research in Africa (CODESRIA), laureate of the African Association of Political Science, (AAPS)/Harry Frank Guggenheim (HFG); and 1991 best graduating student in Department of Linguistics and Communication, University of Port Harcourt. In addition, she is a member of the Nigerian Institute of Public Relations (MNIPR); Associate Registered Practitioner of Advertising (ARPA) and member, Association of Communication Scholars & Professionals of Nigeria (ACSPN). She has attended various local and international conferences; and published articles and books locally and internationally.
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**Joyce Omwoha** is a lecturer at Technical University of Kenya. Her areas of specialization include: Media and Democracy, Citizenship, Gender and representation and Public relations. Dr. Omwoha is currently interested in issues surrounding youth identity creation and formation through mass media messages.

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**Chudey Pride** had been a journalist of high repute and a distinguished Public Relations professional before joining academics. He is at present a Lecturer with the Department of Mass Communication, Kwara State University (KWASU), Malete, Kwara State, Nigeria. Mr. Pride is also a doctoral student.

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**Wilson Ugangu** is lecturer of media studies at Multimedia University of Kenya. His research interests include media policy, comparative media studies, media and politics, and media theory.