



THE TECHNICAL UNIVERSITY OF KENYA

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NAME: DR JOYCE NYALANGA OMWOHA

Faculty:	Social Sciences and Technology
School:	CREATIVE ARTS AND MEDIA
Department:	Journalism and Media Studies
Current Designation:	Lecturer, DEPARTMENT OF CREATIVE ARTS AND MEDIA (DCAM)
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Consultation Hours:	8AM-5PM MON - FRI



EDUCATION

LEVEL	QUALIFICATION NAME	INSTITUTION	YEAR
Doctor of Philosophy (PhD)	Media Studies	University of Witwatersrand, South Africa(South Africa)	2013
Master of Philosophy	Communication Studies	Moi University(Kenya)	2007
Bachelor of Arts (BA)	Communication Arts	Daystar University(Kenya)	2003
O level/Equivalent	KCSE	Bunyore Girls High School(Kenya)	1998

WORK EXPERIENCE

PERIOD	INSTITUTION	POSITION
October 2014 - to date	Technical University of Kenya	Lecturer
January 2007 - September 2014	Masinde Muliro University	Assistant Lecturer

GENERAL STATEMENT ON RESEARCH AREAS

I have won international grants and fellowships which have enabled me to carry out research on: Media, Citizenship and Identity, Peacebuilding, Gender Studies, Health Communication and the analysis of the Social Media Culture in Kenya and beyond. I have published journal articles, book chapters and worked on various projects as a consultant in these areas

CURRENT RESEARCH PROJECTS

RESEARCH PROJECT: Radio listenership survey (2019)	Audience Analysis
RESEARCH GRANT: The Power of Evidence-Based SRHR Policies in Times of Fake News. (SRHR- Sexual and Reproductive Health Research) (2023)	Health Communication
RESEARCH PROJECT: Emerging Effects of COVID-19 Pandemic on Gender-Based Violence in Africa for Sonke Gender Justice; a South African-based non-profit organisation working throughout Africa with the aim of resisting patriarchy, advocating for gender justice and achieving gender transformation. (July 2020)	Health Communication
RESEARCH FELLOWSHIP: The Intricacy of Adolescents' Sexuality as Depicted in the Kenyan Media: A Discourse Analysis of the Nation and Standard Newspapers (2022)	Media, Sexual and Reproductive Health and Research
RESEARCH PROJECT: Tracking Journalists in Kenya's Fluid Media Environment For Kenya Editors' Guild (July-August 2019)	Media Studies
RESEARCH PROJECT: Journalists and hate speech: The context of local radio stations in Kenya funded by Deutsche Welle Academy (12th to 16th January 2020)	Media Studies
RESEARCH FELLOWSHIP: Open The Servers": The Implications of Electoral Technology to Kenya's Democratization Process (2019)	Media and Democracy
RESEARCH PROJECT: Implementation Research Project in Guinea, Somalia and Kenya by WHO: A Health Systems Approach to Prevention of Female Genital Mutilation Using Person-Centered Communication (Elgeyo Marakwet County) (2020)	Health Communication
RESEARCH PROJECT: Talk Radio and The Public Sphere: Jambo Kenya's Role in Democratization	Journalism and Media
RESEARCH GRANT: From Street Sentiments to Online Sentiments: Negotiating Peace through Social Media Activism in Kenya (2016)	Media Studies
RESEARCH PROJECT: "Stop FGM Now - Komesha FGM Sasa Programme Baseline Study. Elgeyo Marakwet, Garissa, Isiolo, Marsabit, Tharaka Nithi, Wajir, and West Pokot (2025).	Health Communication
RESEARCH PROJECT: Scale up of Female Genital Mutilation (FGM) prevention and care services in primary care setting in Guinea and Kenya (2025). Elgeyo Marakwet County-Marakwet East.	Health Communication
RESEARCH GRANT: BRIGHT Grant (2023/2024). Project titled: Community centered digital health intervention for prevention of teenage pregnancies and support to teen mothers in Informal settlements in Nairobi. (2023)	Health Communication
RESEARCH GRANT: Stop FGM Now - Komesha FGM Sasa (2024-2027) Baseline Study (2025) (Garissa, Isiolo, Marsabit, Tharaka Nithi, Wajir, and West Pokot).	Health Communication

TITLE	LINK TO PUBLICATION	YEAR
Paper titled "Gender Contribution and Constraints to Rural Agriculture and Household Food Security in Kenya: A Case of Western Province".	View online	2008
Journal article titled :Scholarly Publishing in the 21st Century and its Role in National Development:A Focus on Kenya	View online	2010
Journal article titled " <i>Talk Radio Jambo Kenya</i> as a Public Sphere for Deliberative Democracy".	View online	2010
Book chapter titled "The Political Significance and Influence of Talk Radio Debates in Kenya" for Political Influence of the Media in Developing Countries.	View online	2014
Institutional repositories in Kenya: The case of the Kenya Library and Information Services Consortium member Libraries	View online	2017
Journal Article: "The Use of Memes and Hash tags on Twitter towards Government Response during the COVID Curfew Announcement from 1 June -14 June 2020"	View online	2021
Journal Article: A comparative human rights analysis of laws and policies for adolescent contraception in Uganda and Kenya.	View online	2021
Journal Article: Formation of citizenship through radio talk participation in Kenya	View online	2017
Research Report: Graduate School of Media and Communications Aga Khan University (2024). The State Of Women in The Media. Representation, Coverage and Framing of Women in East African Media. Contribution: Development of data collection tools and implementation. Aga Khan Foundation, Aga Khan University & Canada.	View online	2024
Book Chapter: 'Open the Servers': The Implications of Electoral Technology for Kenya's Democratisation Process Africa Development, Volume XLVII, No. 2, 2022, pp. 169-182 © Council for the Development of Social Science Research in Africa, 2022	View online	2022
Journam Article: The feasibility, acceptability, appropriateness and impact of implementing person-centered communication for prevention of female genital mutilation in antenatal care settings in Guinea, Kenya and Somalia.	View online	2024
Book chapter titled "The Woman's Palace..." Media and (Mis) Representation of women in Political Leadership Positions in Kenya for Beyond Tradition: African Women in Cultural and Political Spaces	View online	2010
Book Chapter: The Political Significance And Influence Of Talk Radio Debates in Kenya" In Political Influence of the Media in Developing Countries,	View online	2014
Journal Article titled: Reconceptualising media ownership and shifting power relations in an emerging digital media framework.	View online	2024
Journal Article: Ndavi, P., Balde, M. D., Milford, C., Mochache, V., Soumah, A. M., Esho, T., ... Pallitto, C., Sall, A., Diallo, A., Ahmed, W., Stein, K., Chesang, J. Kimani, S., Jebet, J., Omwoha, J., King'oo, J., Ahmed , M, Ahmed, D. (2024). The feasibility, acceptability, appropriateness and impact of implementing person-centered communication for prevention of female genital mutilation in antenatal care settings in Guinea, Kenya and Somalia. Global Public Health, 19(1). Taylor and Francis.	View online	2024
Research Report: (2024) The State Of Women in The Media. Representation, Coverage and Framing of Women in East African Media. Contribution: Development of data collection tools and implementation. Aga Khan Foundation, Aga Khan University & Canada.	View online	2024
Journal Article: Pande S, Shamu S, Abdelhamed A,Munyao Kingoo J, Van de Velde S, Temmerman M,et al. (2024) COVID-19 and Female GenitalMutilation/Cutting and child marriage: An onlinemulti-country cross sectional survey. PLoS ONE 19(10): e0304671.	View online	2024
Journal Article: Omwoha, J. (2024). #Zakayo Shuka: An analysis of language used during the Gen Z protests in Kenya. Jahazi Journal, 12 (1), 56-57.	View online	2024
Leveraging Person-Centered Communication to End FGM: In conversation with FGM Survivor, Habiba Haro. Kujenga Amani.	View online	2025
Advancing peacebuilding in Africa: Marking 16 days of activism against gender-based violence (2024) by addressing female genital mutilation (FGM). Kujenga Amani.	View online	2025
Journal Article: The Murals of Dagoretti: Examining Visual Communication and its significance on Social Change. Writing the Arts & Humanities in Africa, 1, 68-79	View online	2024
Journal Article: Reconceptualising Media Ownership and Shifting Power Relations in an Emerging Digital Media Framework.	View online	2024
Journal Article: Potential challenges of developing a national digital research repository: A study of selected research stakeholders in Kenya."	View online	2017
Journal Article: Omwoha, J. (2024). The Murals of Dagoretti: Examining Visual Communication and its significance on Social Change. Writing the Arts & Humanities in Africa, 1, 68-79	View online	2025
Journal Article: Omwoha, J., & Michielsen, K. (2026). Communicating and Contesting Adolescent Sexuality in Kenya: A Media Framing and Content Analysis of The Nation and The Standard Newspapers. Communicatio: South African Journal for Communication Theory and Research, 1-25. DOI: 10.1080/02500167.2026.2702588	View online	2026

POSTGRADUATE STUDENTS SUPERVISION

NAME	PROJECT TITLE	PERIOD
Wambui Ndonye	MASTERS: News Consumption Habits On Social Media: A Study Of Kenyan Millennials Visiting National Employment Authority in Kasarani Sub-County	2021
Basillioh Mutahi (Top Student Award)	MASTERS: An Evaluation of Content Selection and Utility Value of Kenyan Digital Content: A Study of Tuko and Citizen Websites.	2023
Agewa W. Wainaina	MASTERS: Breaking News Stories in The Age Of Citizen Journalism- Daily Nation’S Utilisation of User Comments On Facebook	2024
Shemei Agabo	MASTERS: Digital Activism Through Humour And Satire: An Analysis of The Use of Tiktok And X For Political Accountability in Uganda.	2024
Vicent Musoke	MASTERS: Examining Social Media Utility In Television News Programming: A Case Study Of Urban TV, Uganda. Masters awarded by Aga Khan University. Kenya	2024
Maureen N. Nyukuri	MASTERS: The Use Of Whatsapp In The News-Making Process: A Case Study of BBC Africa.	2024
Christophe Hitayezu	MASTERS: Digital Media and Democratization: The Role Of X in Promoting Participatory Democracy in Rwanda.	2024
Rodgers Eshitemi	MASTERS: Evaluating The Effectiveness Of Digital Subscription Models In Kenyan Media: A Case Study Of Standard Group PLC	2025
Lisa Wagethi Kamau	MASTERS: Individual Determinants Of Premium Content Subscription Decisions In Kenya: A Case Of NMG	2025
Frank Sentongo	MASTERS: Evaluating The Extent And Role Of Youth Engagement With Community Development Programs Broadcast On Television In Uganda: A Case Study Of Bukedde Tv’S Pakasa	2025
Muchemwa Silence Mugadzaweta	MASTERS: Examining The Adoption Of AI In Zimbabwe’S Media Houses: A Case Of Zimpapers And Jester Media Services Group	2025
Anne Njeri Kanina	MASTERS: Effects Of News Consumption Habits Of Women In Middle Management On Legacy Media Audiences: A Case Of The University Of Nairobi	2025
Peter Mwangi Gichiri	PHD: A Proposed Implementation Framework For A National Digital Research Repository System In Kenya.	2020
Oduor Charles Erick	MASTERS: Examining Viability Of Co-Regulation As A Model For Professional Journalism In Kenya: Case Study Of Media Council Of Kenya (2013-2025).	2026
Brian Okoth	MASTERS: News Distribution on Tiktok: An Analysis of The Turkish Radio And Television Corporation’s (TRT AFRIKA) Content and Audience Engagement.	2026
Venter Nkatha Mwongera	MASTERS: The Role of Digital Journalism in Promoting Ecologically Sustainable Agriculture in Kenya. Masters awarded by Aga Khan University. Kenya	2026

PROFESSIONAL AFFILIATIONS AND SOCIETIES

TITLE	INSTITUTION
Member	The Media Council of Kenya
Member	East Africa Communication Association (EACA)
Member	Council for the Development of Social Science Research in Africa (CODESRIA)
Member	Peace and Development Researchers Association (PADRA)
Member	Academic Network of Sexual and Reproductive Health (ANSER)
.Member and communications str	ACCAF- Africa Coordinating Centre for the Abandonment of FGM
Member	Africa-Led Movement (ALM) to End Female Genital Mutilation/Cutting (FGM/C)

EXTRA INFORMATION
DESCRIPTION Courses completed June 2024: <i>Resource & Support Hub (RHS) E-Learning: Safeguarding Matters</i> This is a series of 5 online training modules aimed at non-safeguarding specialists in civil society organisations (CSOs) who want a flexible approach to learning, to learn key facts about safeguarding, gain knowledge, do activities and achieve an RSH certificate. February 2016“<i>Being A Leader</i>” (BAL) and the effective exercise of leadership- The course aimed at creating leaders and the effective exercise of Leadership as a Natural Self Expression. Media appearance Kujenga Amani, 8th March 2017. <i>Ignored Heroine? Maimuna Siraj. Social Media Activist, Strives for Peace and Women’s Empowerment in Mombasa, Kenya.</i> https://kujenga-amani.ssrc.org/author/joyce-omwoha/ Kujenga Amani, 12th April 2019. <i>Empowering Kenyan Voices in Peacebuilding Discourse Through Talk Radio.</i> Article by Joyce Omwoha https://kujenga-amani.ssrc.org/2019/04/12/empowering-kenyan-voices-in-peacebuilding-discourse-through-talk-radio/ The standard Newspaper, 9th June 2023. <i>Why the media should highlight intricacies of sexuality education.</i> Opinion Editorial by Joyce Omwoha https://www.standardmedia.co.ke/entertainment/blogs/article/2001474811/why-the-media-should-highlight-intricacies-of-sexuality-education Citizen TV News, 7th March 2024. <i>Washikadau wa afya kaunti ya Migori waitaka serikali kutoa mafunzo ya jinsia shuleni (Health stakeholders in Migori county want the government to provide gender training in schools)</i> https://www.youtube.com/watch?v=98FY5W6bric KTN TV News, 8th March 2024. <i>Unyanyasaji wa kijinsia Migori (Female Circumcision in Migori)</i> https://www.youtube.com/watch?v=0EephsB9DOU Kala TV, Kenya, 9th March 2024- <i>Tero Nyiri Nyangu (Female Circumcision)</i> https://www.youtube.com/watch?v=dWGzFVfAWWM The Standard Newspaper, 2nd April 2024. <i>Culture, religion are key factors hindering media coverage of reproductive health- experts.</i> Article by Sharon Wanga https://www.standardmedia.co.ke/health/health-science/article/2001492546/culture-religion-are-key-factors-hindering-media-coverage-of-reproductive-health-experts 1. Research grant from the University of Ghent (UGhent), Belgium. <i>The Power of Evidence-Based SRHR Policies in Times of Fake News. (SRHR- Sexual and Reproductive Health Research).</i> June 2023- June 2024. 2. Research fellowship at Ghent University, Project Titled <i>The Intricacy of Adolescent Contraception Policy As Depicted And Portrayed In The Kenyan Media</i> (May - July 2022) 3. Research Supervisor. <i>Implementation Research Project in Guinea, Somalia and Kenya by WHO: A Health Systems Approach to Prevention of Female Genital Mutilation Using Person-Centered Communication</i> (Elgeyo Marakwet County) 5th July -23rd July 2021) 4. Research Supervisor. Research titled <i>A Health Systems Approach to Prevention of Female Genital Mutilation Using Person-Centred Communication: Implementation Research Project in Guinea, Somalia and Kenya by WHO</i> (24 August - 4 September 2020). Project funded by World Health Organization, Department of Reproductive Health and Research (RHR), UNDP/UNFPA/WHO/World Bank Special Programme of Research, Development and Research Training in Human Reproduction 5. Researcher. Project titled <i>Emerging Effects of COVID-19 Pandemic on Gender-Based Violence in Africa</i> for Sonke Gender Justice; a South African-based non-profit organisation working throughout Africa with the aim of resisting patriarchy, advocating for gender justice and achieving gender transformation. (July 2020) 6. Researcher. Project titled <i>Emerging Effects of COVID-19 Pandemic on Gender-Based Violence in Africa</i> for Sonke Gender Justice; a South African-based non-profit organisation working throughout Africa with the aim of resisting patriarchy, advocating for gender justice and achieving gender transformation. (July 2020) 7. Research co-trainer and interviewer. Research titled <i>Journalists and hate speech: The context of local radio stations in Kenya</i> funded by Deutsche Welle Academy (12th to 16th January 2020) 8. Tracking Journalists in Kenya’s Fluid Media Environment For Kenya Editors’ Guild (July-August 2019) 9. Fellow at the Council for the Development of Social Science Research in Africa (CODESRIA) Democratic Governance Institute 2019. Project titled: “<i>Open The Servers’: The Implications of Electoral Technology to Kenya’s Democratization Process</i> (August-September 2019) 10. Research Grant: African Peacebuilding Network (APN) Research Grant fellow (May - December 2016). Project titled: <i>From Street Sentiments to Online Sentiments: Negotiating Peace through Social Media Activism in Kenya</i> 11. Research coordinator: Radio Listenership survey funded by Deutsche Welle Academy (August-September 2014) Examined 10 thesis from: Aga Khan University (8), Sol Plaatje University, South Africa (1), Egerton University, Kenya (1). Details available on request.