



# THE TECHNICAL UNIVERSITY OF KENYA

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NAME: PROF OMONDI OKETCH

Faculty:	Social Sciences and Technology
School:	INFORMATION AND SOCIAL STUDIES
Department:	LINGUISTICS AND LITERACY STUDIES
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## EDUCATION

LEVEL	QUALIFICATION NAME	INSTITUTION	YEAR
Doctor of Philosophy (PhD)	LINGUISTICS	UNIVERSITY OF WESTERN CAPE(South Africa)	2006
Masters of Arts (MA)	ENGLISH	MASENO UNIVERSITY(Kenya)	2001
Bachelor of Education (B.Ed)	ARTS	MOI UNIVERSITY(Kenya)	1994
A Level/Equivalent	KENYA ADVANCED CERTIFICATE OF EDUCATION	ST. PETERS' BOYS HIGH SCHOOL(Kenya)	1989
O level/Equivalent	KENYA CERTIFICATE OF EDUCATION	MUMIAS SECONDARY SCHOOL(Kenya)	1987
KCPE/Equivalent	CERTIFICATE OF PRIMARY EDUCATION	MUMIAS BOYS(Kenya)	1983

## WORK EXPERIENCE

<b>PERIOD</b>	<b>INSTITUTION</b>	<b>POSITION</b>
2011 - To Date	University of the Western Cape	External Examiner
August 2018 - To date	University of Nairobi	External Examiner
1st October, 2019 - To date	Technical University of Kenya	Dean of Students
August 2018 - To date	University of Fort Hare	External Examiner
January 2016 - to date	The Technical University of Kenya	Associate Professor
August 2012 - January 2016	The Technical University of Kenya	Senior Lecturer
2006 - 2012	Maseno University	Lecturer
2011 - 2012	Kenya Polytechnic University College	External Examiner
2008 - 2010	Great Lakes University	Senior Lecturer Part Time
2003 - 2006	Maseno University	Tutorial Fellow
1996 - 2000	Maseno University	Graduate Assistant
January 2017 - 1st October 2019	Technical University of Kenya	Director Students Support Services
1995 - 1996	Gahumbwa Secondary School , Vihiga	Assistant teacher

#### CURRENT RESEARCH PROJECTS

The social semiotics of development discourse in Kenya	Development communication
Matatus as mobile multisemiotic and multisensory places of consumption	Multisemiotic communication in Matatus
Semiotic assemblages, translocality and word play in selected popular Kenyan songs on YouTube	Online songs

#### SELECTED PUBLICATIONS

TITLE	LINK TO PUBLICATION YEAR
	<a href="#">View online</a>
	<a href="#">View online</a>
	<a href="#">View online</a>
	<a href="#">View online</a>
1. Orwenjo, O., Oketch, O., & Tunde, A. (2016).Political Discourse in Emergent, Fragile, and Failed Democracies. IGI Global USA.	<a href="#">View online</a>
	<a href="#">View online</a>
<p>1. <b>Adams, Y., Maina, M. &amp; Oketch, O. (2014).</b> <i>Multimodality in Safaricom Advertisement Communication in Kenyan Daily Nation Newspaper. In Academic Journal of Interdisciplinary Studies Vol. 3, No. 6, November 2014.</i></p> <p>2. <b>Oketch, O. (2014).</b> <i>Linguistic and Cultural Diversity and Social Change: Potency or Encumbrance? In International Journal of Arts and Commerce. Vol. 3 No. 5. June, 2014.</i></p> <p>3. <b>Maina, E.N, Kochung, E.J. &amp; Oketch, O. (2014).</b> <i>Learning Strategies Used by Deaf Students in English Reading Comprehension in Secondary Schools for the Deaf in Kenya: Implications on Academic Achievement. Educ. Res. 5(4):122-130</i></p> <p>4. <b>Ong'onda, N. A., Oketch, O. &amp; Ongarora, D. O. (2013).</b> <i>Prosodic Features in Facebook Communication. In International Journal of Academic Research in Progressive Education and Development Vol. 2, No. 2 April 2013. ISSN: 2226-6348 (print).</i></p> <p>5. <b>Kodak, B., Oketch, O. &amp; Maina, M. P. (2013).</b> <i>The Manipulation of Kenyan Television Viewers through the Modes of Signification in Television Advertisements. In International Journal of Academic Research in Progressive Education and Development, Vol. 2, No. 2. April, 2013. ISSN: 2226-6348 (print).</i></p> <p>6. <b>Ochieng, R. O., Oketch, O., &amp; Ongarora, D. O. (2013).</b> <i>A Discourse Analysis of Transactional Patterns in Two Health Facilities in Nyanza, Kenya. In International Journal of Humanities and Social Sciences. Vol. 3. No. 1. January 2013. ISSN 2220-8488 (Print), 2221- 0989 (online).</i></p> <p>7. <b>Adams, Y., Maina, M.P., Oketch, O. &amp; Kodak, B. (2012).</b> <i>Semiotic Discussion of Safaricom Newspaper Advertisements. In Madonna Journal of English and Literary Studies Volume 2 Number 2, 2012.</i></p> <p>8. <b>Banda, F &amp; Oketch, O. (2011).</b> <i>Localizing HIV/AIDS Discourse in a Rural Kenyan Community. In Journal of Asian and African Studies 46(1) 19-37. SAGE Publications.</i></p> <p>9. <b>Ong'onda, N. A., Maina, M. P. &amp; Oketch, O. (2011).</b> <i>Language Mixing in Kenyan Text Messages. In International Journal of Professional Practice Vol. 2 (2) 2011. Kenya Methodist University.</i></p> <p>10. <b>Ong'onda, N. A., Maina, M. P. &amp; Oketch, O. (2010).</b> <i>Kenya electronic communication: Implication of text messaging on social interaction. In US-China Foreign Language Vol. 8 (9) 2010.David Publishing Company.</i></p> <p>11. <b>Ong'onda, N. A., Maina, M. P. &amp; Oketch, O. (2010).</b> <i>Punctuation as a sociolinguistic variable in text messaging. In Sino-US English Teaching Vol. 7 (9) 2010. David Publishing Company</i></p> <p>12. <b>Ong'onda, N. A., Maina, M. P. &amp; Oketch, O. (2010).</b> <i>Group identities in Kenyan text messages. In Acta Academia Vol. 42 (3) 2010. SA ePublications.</i></p> <p>13. <b>Ong'onda, N. A., Maina, M. P. &amp; Oketch, O. (2010).</b> <i>Phonological Variation in Short Message Service (SMS) in Kenya. In Annals of Humanities &amp; Development Studies: Vol. 1(2), 12-18, 2010.</i></p> <p>14. <b>Banda, F. &amp; Oketch, O. (2009).</b> <i>'What can we say when English has gone so high-tech?: Institutionalized Discourse and interaction in Development projects in a Rural community in Kenya. In Journal of Multicultural Discourse Vol. 4 (2) 2009. Taylor &amp; Francis Group.</i></p> <p>15. <b>Oketch, O. (2009).</b> <i>Impact of Gender Inequalities on Socio-Economic and Women's Leadership in Nyanza Province. In Gender Dimensions of Development. KEFEADO and Heinrich Boll Foundation</i></p> <p>16. <b>Banda, F. &amp; Oketch, O. (2008).</b> <i>Multilingual discourse practices in community development in Nyanza Province, Kenya. In Southern African Linguistics and Applied Language Studies Journal Vol. 26 (1):1-11, 2008. NISC Pty Ltd.</i></p> <p><b>Books</b></p> <p>1. <b>Oketch, O. (2010).</b> <i>Language Use and Mode of Communication in Community Development: Nyanza Province, Kenya. Lap Lambert Academic Publishing.</i></p> <p><b>Book Chapter</b></p> <p>2. <b>Oketch, O. (2014).</b> <i>Historical Capsules and Linguistic Architecture in Dholuo Benga Music. In Singing a Nation: 50 years of Music Education in Kenya. Nairobi: Emak Music services.</i></p> <p>3. <b>Oketch, O. (2008).</b> <i>A Multimodal Analysis of HIV/AIDS Discourse in Rural Kenyan Community. In Text, Language, and Literature: Empirical and Theoretical Perspectives from Kenya.VDM Verlag.</i></p>	<a href="#">View online</a>
1. Ingutia, A. A.,Maina, M.P. & Oketch, O. (2016).Attitudinal forms of ideological positioning: a judgment analysis of four editorials from two mainstream print media in Kenya.Ideal Journal of Art and Humanities2(1) 1-7.	<a href="#">View online</a>

POSTGRADUATE STUDENTS SUPERVISION

NAME	PROJECT TITLE	PERIOD
ADSMS,YAKUB. THESIS	A LINGUISTIC ANALYSIS OF SAFARICOM ADVERTISEMENTS IN KENYA	2008
ONYANGO,ROBERT ,GEORGE	A LINGUISTIC ANALYSIS OF CODESWITCHING IN EASY FM AND KISS FM RADIO STATIONS IN KENYA	2008 (GRADUATED)
BUNDEH,DAVID OTIENO	TEXT INTERPRETATION; COHESION AND DEIXIS IN BEHIND THE MASK	2009 ( GRADUATED)
ODHIAMBO, KENNEDY; PhD Thesis	Thesis; COURT INTERPRETER AS LANGUAGE RIGHTS PRACTITIONERS:THE CASE OF SUBORDINATE COURTS IN NYANZA	2011 ( GRADUATED)
CHARLES OTIENO	AN ANALYSIS OF MOOD AND MODALITY ; A CASE OF POWER RELATION IN M, OLUDHE MACGOYE'S COMING TO BIRTH.	2011 ( GRADUATED)
ODONGO , ROSEMARY ANYANGO	Thesis;AN INVESTIGATOIN OF ERRORS IN WRITTEN ENGLISH OF THE FORM FOUR STUDENTS IN KISUMU EAST DISTRI	2010 (GRADUATED)
Nyokabi, E.	Teaching and Learning of English Reading Comprehension: Implications on Academic Achievement of Deaf	2015
Wasuna, C. A.	Assessment of Reading Skills Development in Public Secondary Schools in Emuhaya District, Kenya.	2015
Ong'onda, A. N.	Virtual Speech Community: A Sociolinguistic Analysis of Kenyan Face book Communication	2014
Ochieng, R. O	Frontline Interface: A Discourse Analysis of Interaction between Receptionists and Patients in Publi	2015
Kodak, B.	Multimodal Reading of Kenyan Television Advertisements by Viewers in Kisumu city.	2013
Okuku Bob Otieno	Language Alternation in Trialingual Classroom contexts: The Case of Rural Public Primary schools in Bando Sub-County	2018
Obonyo Nancy Akinyi	Multimodal Analysis of Semiotic Landscapes used in Matatus in Starehe Sub-county, Nairobi Kenya.	2018-2020
Kodak, Benard	Multimodal Reading of Kenyan Television Advertisements by Viewers in Kisumu city. Unpublished Ph.D. Thesis.	2010- 2013