

Academic Staff Profile

Personal Profile

Personal Details

<p>Name: Dr George Ngugi Kingara Title/Qualification: PhD in Media Studies Department: Communication, Media, Film and Theatre Studies Designation/Position: Senior Lecturer Email: kingara.george@ku.ac.ke Contact Address: P. O. Box 149, Ruiru Area of Specialization: -Communication Studies -Media production Research Interests: -Audiences conceptualization -Media and Cultural change -Political economy of media Google Scholar: ORCID ID:</p>	 A portrait photograph of Dr. George Ngugi Kingara, a man with glasses and a beard, wearing a dark suit jacket over a light blue shirt. He is standing in front of several national flags.
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Academic & Professional Qualifications

- PhD, Media Studies (television audience research), Culture, Communication and Media Studies, University of KwaZulu Natal, 2010.

-Master, Communication Studies (Film Script Writing Major). 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.

Employment History

- **Senior Lecturer, Communication, Media and Film Studies, August 2015 - Current**
Kenyatta University, Kenya.

-**Lecturer, Communication and Media Studies Lecturer, 2010 - 2015**
Chuka University, Kenya.

-Lecturer, **Editing Skills in Magazine & Newspaper Writing, 2010**, Daystar University, Athi River, Kenya.

Lecturer, Broadcast Journalism, 2007, Daystar University, Athi River, Kenya

Lecturer, Advanced Video Production, 2010, 2007 & 2005, Daystar University, Athi River, Kenya.

Lecturer, Broadcast/Journalism & Film Writing, 2001- 2003, Daystar University, Athi River, Kenya.

Achievements

Producer/Director of Feature Documentary Film, 2017

Wrote, produced, directed and edited an independent feature length documentary film titled *Bite Off the Music* (<https://www.youtube.com/watch?v=Ftwgv6rQag8>)

Built the first movie theatre in Ruiru Town, 2015

The cinema hall has a 42 seater capacity and offers a true intimate public movie watching experience, complete with rich sound and a big screen.

Script Writing Project for Feature Film, 2008

Completed a feature film script adapted from the novel *Where Do I Belong?* by Ian Manners. The project was commissioned by Hunters Publishing, UK.

Producer/Director of Feature Documentary Film, 2007

Wrote, produced, directed and edited an independent feature length documentary film titled *Gari Letu Manyanga* (Our Hip Bus) (90 minutes). The film was acquired by Africa Magic Channel, MNET of South Africa and screened on television in 2008.

Publications

Referred Journals

- King'ara, George Ngugi (Forthcoming). 'Moments of Audience Production in Television Programming, a Theoretical Perspective'. *Journal of African Media Studies*.

-King'ara, George Ngugi (2014). 'The Political Economic History of the Introduction of Television in Kenya'. *Ecquid Novi: African Journalism Studies*.'

-King'ara, George Ngugi (2013). 'Mining Edutainment with Mainstream Soap Operas'. *African Communication Research Journal*. Vol. 6, No. 1, 89 – 110.

Books and Books Chapters

King'ara, George Ngugi (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.

Conference/Workshops/Seminar Papers

Contributor, 'Culture, Communication and Media Studies (CCMS) Written Response to Government on the Public Service Broadcasting Discussion Paper' (South Africa, August 2009).

Other Publications

King'ara, George Ngugi (May 2009) 'Pop Goes Kenya' (explores role of advertising as cultural input), *The Media* (magazine for professionals), South Africa.

King'ara, George Ngugi (May 2008) 'Kenya TV Disappoints' (examines implications of recent changes in Kenyan public television), *The Media* (magazine for professionals), South Africa.

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Ngugi Wa King'ara (April 25 2018) 'How We Can Best Create Nationhood'.

Research

King'ara, George Ngugi (2010) 'Ethnography of Production Practices in Kenyan Television Entertainment Programmes: Imagining Audiences', University of Kwa Zulu Natal, Durban.

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Conferenced/Workshops/Seminars Attended

Conferences Attended

- Participant, Chuka University Annual Research Conference, 2014.
- Participant, Media Council of Kenya Regional Journalists Convention, 2014.
- Participant Kenya National Film Conference and Exhibition, June 2013
- Delegate, Daystar University annual communication conference, May 2010
- Delegate, Public Service Broadcasting (PSB) Workshop on the amendment of the South African Public Broadcasting Act (1999). South African Broadcasting Corporation (SABC) Regional Headquarters, Durban, South Africa (14 August 2009).

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Workshops Attended

- Training on developing and using modules for interactive online teaching, Kenyatta University, September 2020.

- 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.
- Quality Management System/ISO 9001 – 2015 awareness training workshop, Kenyatta University, May 2017
- Contributor/ Participant in Review of Guidelines for Media Coverage of Elections Published in 2012, held on 21st January 2017 in Naivasha.

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Supervision of Postgraduate Students

Masters

1. 'Attitudes of Listeners on Sex Talk on FM Radio: A Case Study of Three Radio Stations', Chuka University. **(Graduated in 2017)**.
2. 'Influence of Online Journalism on News Access and Choice in Selected Kenyan Universities', Chuka University. **(Graduated in 2017)**
3. '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)**.

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Ph. D

1. 'A Critical Discourse Analysis of Key Newspaper Headline Stories on Ideological Conflicts in Kenyan Politics', Chuka University **(Graduated, 2016)**.
2. 'Factors Influencing Attitude Toward Internet Advertising and Online Shopping in Kenya' **(Graduated in 2019)**, Chuka University.
3. 'Influence of Opinion Leadership Communication Strategies on Exclusive Breastfeeding in Meru County, Kenya', Kenyatta University **(Graduated, 2020)**
4. 'Influence of Media Convergence on Intrusion of Privacy Among Internet Users in Nairobi City County, Kenya', Kenyatta University **(To Graduate, 2021)**
5. 'Efficacy of Kikuyu Radio Messages in Promoting Behaviour Change Among Risky Alcohol Consumers: the Perception of Audiences in Murang'a County', Kenyatta University **(On going)**
6. Online Group Interaction and the Development of Virtual Identity Among the Youth in Nairobi City County, Kenya, Kenyatta University **(On-going)**.
7. Investigation into the Impact of Television in Promoting Agĩkũyũ Indigenous Knowledge: a Case Study of Inooro TV and Kameme TV, Kenyatta University **(On-going)**

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Professional/ Consultancy (Editor/ Peer review in journals, Networks/ Collaborations, External Examiner, Patents)

-Journal of African Media Studies

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Community Service and Other Engagements

-**Chairman**, Board of Management, PCEA Mukua Secondary School, February 2016 - Current.

Affiliation of Professional Bodies

- Digital Broadcasters Association
- East African Communication Association.
- Kenya Film and Television Professional Association.

National and International awards and Recognitions

-**Member**, Kenya National Commission for UNESCO (KNATCOM) Communication and Information Programme and Experts Committee representing Kenyatta University. Current.

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Administrative Positions Held

Recognized university administrative positions

-- **Acting Director**, Kenyatta University Television and Radio Services Directorate, January 2017 to Current. Led the KUTV team to winning the KUZA Award for Best Local Content at Prime Time, 2018.

--**Chairman**, Department of Communication and Media Studies, Kenyatta University, May 2016 to February 2020.

-**Dean**, Faculty of Arts and Humanities, Chuka University, December 19th 2012 to August 5th 2015.

-**Member**, Kenyatta University Television (KUTV) and Radio Stations Board, March 2017 to Current.

-**Member**, University Committee to Formulate a Communication Policy, Kenyatta University, September 2017.

Other administrative positions Held

-**Member**, Kenya National Commission-United Nations Environment Programme Chairs Committee for Development of Research Proposal, Kenyatta University, April 2017.

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