



## Message from the Director

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The School of Journalism and Mass Communication (SOJMC) is the only UNESCO potential Centre of Excellence in Kenya and among the top twelve (12) training institutions in Africa on communication and media. Started in 1970 as a project of UNESCO with support from Denmark, Norway and Austria, the School has been more instrumental in shaping the capacity of the professionals in the communication and media industry than other institutions in the African region.

From its humble beginnings focusing on professional training, the School has grown and expanded its academic base by launching two Bachelors programmes; a Masters programme and a PhD programme. There is a high demand for our programmes are based on their inter-disciplinarity and the blend of intellectual rigour and professional practical induction. Critical thinking, creativity and innovation also undergird the programmes and our graduates leave with a holistic grounding along the four specialisations of Print Journalism; Broadcast Journalism; Public Relations and Development Communication.

The School is currently re-thinking its structure, programmes and collaborations with a view to re-positioning itself in the ever-changing world. Our firm tradition of leadership prevails (please view a sample of our

#### **alumni**

<http://journalism.uonbi.ac.ke/sites/default/files/chss/journalism/journalism/SOJMC%20supplement%20final%202.pdf> [8], but will be strengthened through the recently established Centre for Communication and Media Training and Practice (in liaison with the Media Council of Kenya; Ministry of Information and Communication and the Kenya Institute of Mass Communication). It is intended that the synergy between the academy and industry at the Centre through continuous education and research shall be mutually enriching and that this synergy shall transform the landscape of the sector in an enduring fashion.

The School has a population of 1,600 students who are currently enrolled in the following programmes:

#### **Bachelor of Arts (Journalism and Media Studies:**

[http://journalism.uonbi.ac.ke/uon\\_degrees\\_details/868](http://journalism.uonbi.ac.ke/uon_degrees_details/868) [9] This course has specialisations in with Print Journalism; Broadcast Journalism; Public Relations; and Development Communication). It is grounded in the multidisciplinary approach and provides students with a sound theoretical foundation, blended with practical skills in communication and development.

**Bachelor of Arts (Broadcast Production:** [http://journalism.uonbi.ac.ke/uon\\_degrees\\_details/1086](http://journalism.uonbi.ac.ke/uon_degrees_details/1086) [10] with specialisations in Radio, Television and Film Production. The course targets the provision of skills in developing local content in production as well as contributing to the expansion in the local broadcast production sector.

**Master of Arts (Communication Studies:** [http://journalism.uonbi.ac.ke/uon\\_degrees\\_details/867](http://journalism.uonbi.ac.ke/uon_degrees_details/867) [11] intended to prepare students for careers in the communication sector, and based on a broad interdisciplinary perspective in communication science, communication research, and communication and development.

#### **Doctor of Philosophy (Communication and Information Studies**

[http://journalism.uonbi.ac.ke/uon\\_degrees\\_details/866](http://journalism.uonbi.ac.ke/uon_degrees_details/866) [12]



This programme orients candidates to the informed and critical application of knowledge to problems and issues concerning communication and information studies disciplines and professions.

We look forward to interacting with you. Please visit our facebook page

<http://www.facebook.com/pages/School-of-Journalism-and-Mass-Communication-University-of-Nairobi/404085316354098> [13]

### Biography

Dr. Ndeti Ndati is a Senior Lecturer and Director at the School of Journalism and Mass Communication, University of Nairobi. Dr. Ndeti holds a Doctor of Philosophy in Communication and Information Studies, Master of Arts in Communication Studies and Bachelor of Education (Arts), all from the University of Nairobi. In addition, he has a Post Graduate Diploma in Communication from the Kenya Institute of Mass Communication. Dr. Ndeti has been the Coordinator of the BA programme at the School of Journalism and Mass Communication. Before joining the School, Dr. Ndeti worked at St Paul's University as a Lecturer and head of Public Relations and Communications department for six years. He has also worked as a Lecturer at Multimedia University of Kenya for three years. While at Multimedia University, Dr. Ndeti headed the department of Journalism and Communications and gradually rose to the position of Associate Dean in the Faculty of Media and Communications. He has published extensively in peer-reviewed international journals. He has and continues to supervise MA and Doctoral students. His areas of specialization are media studies, development communication, health communication and public relations.

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