



International
Communication
Association



International
Communication
Association
KENYA



NAIROBI,
KENYA

REGIONAL HUB



75th Annual ICA Conference

**Theme: Disrupting and Consolidating
Communication Research**



Thursday 12th -
Sat 14th June 2025



Daystar University,
Nairobi, DAC Auditorium

Approved ICA Regional Hub in Nairobi
(Daystar University, Nairobi Campus)

Our Vision

A distinguished, Christ-centred University of choice transforming the world through world-class, value-based education.

Our Mission

To provide learners with higher education that equips them to grow spiritually and intellectually, enabling them to serve as transformational agents in their professions to give Christ-centred servant leadership in the home, church, and society.

Core Values

Christ-centeredness: We anchor our learning, training, and practices on the teachings of Jesus Christ.

Trustworthiness: We pursue and uphold a steadfast commitment to honesty, integrity, transparency, and ethical Behaviour.

Caring: We are a caring community. Empathy is our primary motive in the service of fellow human beings.

Responsibility: we commit ourselves to being accountable to God, fellow human beings, and Daystar University as our burden of obligation.

Citizenship: We uphold our ethos and values as loyal citizens of the Daystar fraternity

Fairness: We are just, free of bias and without favouritism or prejudice.

Respect: We value and honour everyone and are always courteous and polite.



Excellence: We endeavour for excellence in education, service delivery, responsibility and scholarship; Being a Christ-centred university, we acknowledge that excellence honours God and inspires human beings.

Transformation: We engage with each other in such a way that leaders and followers raise one another to higher levels of motivation and morality.

Servant-Leadership: We strive to practice servanthood by loving and respecting others and using our positions of influence to build others; We strive to serve one another with humility and purpose irrespective of position.



Prof. Laban P. Ayiro

Vice Chancellor,
Professor of Research Methods



Prof. Samuel Muriithi

Ag. DVC - Academic, Research and
Student Affairs



Prof. Muturi Wachira

DVC - Finance, Administration
and Planning



Sr. Prof. A. L. Lando

ICA Kenya Chapter Chair
Director, Graduate School



Dr. Monica Opiyo

Convener of the Conference
Deputy Director, Graduate School

Day's Highlight



75th Annual ICA Conference

Theme: ICA@75: Disrupting and Consolidating Communication Research

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Daystar University,
Nairobi, DAC Auditorium



LIVE FROM NAIROBI, KENYA!!! LIVE FROM DENVER-COLORADO, USA!!!

7:00am - 8:15am, Denver time | 4:00pm - 5:15pm, Nairobi time

Day one - Thursday 12th June 2025

Grand Opening of the Kenya Regional Hub



SPEAKERS



Prof. Dr. Thomas Hanitzsch

ICA President-Elect
Unpacking the # ICA 25
Conference Theme ICA @75:
Disrupting and Consolidating
Communication Research



Prof. Dr. Noshir Contractor

ICA Past President
ICA Kenya:
The Next Chapter



Prof. Dr. Mary Beth Oliver

ICA General Secretary
& Past President
Envisioned Strategic
Directions for ICA Hubs



Sr. Prof. A. L. Lando PhD

Moderator
Chair, ICA Kenya
Chapter & Nairobi
Hub Organizer



zoom

Meeting ID: 993 8291 8154

Passcode: 085971

<https://daystar-ac-ke.zoom.us/j/99382918154?pwd=2kAofYM5vLGIRRbyHixQC4wln2Up2J.1>

Day one - Thursday 12th June 2025

Zoom Meeting Details (same for all days)

<https://daystar-ac-ke.zoom.us/j/99382918154?pwd=2kAofYM5vLGIRRbyHlxQC4wln2Up2J.1>

Meeting ID: 993 8291 8154 | **Passcode:** 085971

NRB Time	Colorado Time	Session/ Event	Topic	Responsible Person
8.00am - 9.00am (1 hr)	11:00pm - 12:00am (1 hr)	Arrival , Registration on QR code		Mercy Mugo Admin GS, Daystar University
9:00am - 9:10am (10 mins)	12:00am - 12:10am	Kenya National Anthem, East African Anthem & Daystar Anthem		Daystar University Choir
9:10am - 9:20am (10mins)	12:10am - 12:20am	Opening Prayer & Devotion		Rev. Susan Siolo Chaplain, Daystar University

Keynote Speeches				
9:20am - 9:30am (10 mins)	4:20am - 4:30am (10 mins)	What is ICA and Why the ICA Nairobi Hub?		Prof. Michael Bowen Principal, Nairobi Campus Daystar University
9:30am - 9:50am (20 mins)	4:30am- 4:50am (20 mins)	Official Opening of the Conference: Disrupting and Consolidating Communication Research		Prof. Laban P. Ayiro Vice Chancellor - Daystar University
9:50am - 10:00am (10 mins)	4:50am - 5:00am (10 mins)	Disruptive Communication Scholarship and Innovation: The Kenyan Context		Mr. Dismas Mokua Ondieki Senior Partner, Tricarta Advisory
10:00am - 10:10am (10 mins)	5:00am - 5:10am (10 mins)	Key note Speaker Appreciation		Prof. Laban P. Ayiro Vice Chancellor - Daystar University
10:10am - 10:20am (10 mins)	5:10am - 5:20am (10 mins)	Moderated Q & A Session		Dr. Monica Opiyo Deputy Director, Graduate School, Daystar University
10:20am - 10:30am (10 mins)	5:20am - 5:30am (10 mins)	Group Photo		Dr. Monica Opiyo Deputy Director, Graduate School, Daystar University
10:30am - 11:00am (30mins)	5:30am - 6:00am (30 mins)	TEA BREAK		

11:00am - 11:05pm (5 mins)	6:00am - 6:05 am (5mins)	Why do (or don't) undergraduates pursue postgraduate studies in Africa?	Dr. Daniel Aswani Director, Athi River Campus
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1. David Mulandi - **Daystar University**
2. Elvis Chomba - **Daystar University**
3. Lillian Sosion - **Tangaza University**
4. Christopher Shamba - **Tangaza University**
5. Teddy Kiogora - **Multimedia University**
6. Elsie Ajode - **Multimedia University**

11:05am - 11:45 pm (40mins)	5:05am - 5:45 am (40mins)	Moderated open undergraduate Panel Discussion	Dr Daniel Aswani Director, Athi River Campus
11:45am - 11:55am (10 mins)	5:45am - 5:55am (10 mins)	Vice Chancellor's Counsel	Prof. Laban P. Ayiro Vice Chancellor, Daystar University
11:55am - 12:05pm (10mins)	5:55am - 6:05am (10 mins)	Appreciation of Vice Chancellor	Prof Shem Otoi Sam Daystar University
12:05pm - 12:10pm (5 mins)	6:05am - 6:10am (20 mins)	Announcements	Dr. Monica Opiyo Deputy Director, Graduate School, Daystar University
12:10pm - 13:00pm (40mins)	6:15am - 7:00am (50 mins)	LUNCH BREAK	

		Paper Presentations	Presenter
13:00pm - 13:10pm (10 mins)	4:10am - 4:10am (10 mins)	Finding the Balance: Artificial Intelligence & Cues in Human Communication	Dr. Lydia Radoli & Mr Edwin Osoro Faculty, Daystar University
13:10pm - 13:20 am (10 mins)	4:10am - 4:20am (10 mins)	The Effect of Artificial Intelligence on Political Campaigns: A Comparative Analysis of Kenya and South Africa	Millicent Akinyi Oyier Graduate Student, Daystar University
13:20pm - 13:30pm (10 mins)	4:20am - 4:30am (10 mins)	Artificial Intelligence Communication scholarship: Implication on the quality of Research among emerging scholarship Daystar University	Cecilia Katunge Kithome Graduate Student, Daystar University
13:30pm - 13:40pm (10 min)	4:30am - 4:40am (10 min)	Moderated Q & A Session	Ms. Beryl Oyoo Daystar University

13:40pm - 13:50 pm (10 mins)	4:40am - 4:50am (10 mins)	Influence of AI on visual Rhetoric and digital journalism in the context of Kenyan Gen Z protests	James Anyona Asande , Daystar University
13:5pm - 14:00pm (10 mins)	4:50am - 5:00am (10 mins)	Rewriting the news: an examination of how artificial intelligence influences news reduction in Kenya ethnic media	Protus Akwabi Murunga , Royal Melbourne Institute of Technology (RMIT) University
14:00pm - 14:10pm (10mins)	5:00am - 5:10am (10 mins)	The impact of creative hallucinations of generative artificial intelligence on users (ethics and rules of use)	Nourhan Mohamed Sayed Goda Sinai University
14:10pm - 14:20pm (10 mins)	5:10am - 5:20am (10 mins)	The Changing Ecology of News: The impact of social Networking sites on production of news and on the gatekeeping role of legacy media editors	Derrick Olouch Graduate Student, Agha Khan University
14:40pm - 14:50pm (10 mins)	5:20am - 5:50am (10 mins)	Moderated Q & A Session	Dr. Margaret Mtange Faculty, Multi-Media University

NRB Time	Colorado Time	Session/ Event	Topic	Presenter /Discussant
Paper Presentations				
14:30pm - 14:40pm (10 mins)	5:30am - 5:40am (10 mins)	Navigating AI Responsibly: Postgraduate Student Experiences and Institutional Preparedness at Daystar University		Daniel Nyaga, Alice Ng'ang'a, Boniface K. Kithinji, Victoria W. Mwangi, Boniface Musyoki , Daystar University
14:40pm - 14:50pm (10 mins)	5:40am - 5:50am (10 mins)	Revisiting the Uses and Gratifications Theory to Build Theoretical Bridges in the Age of Artificial Intelligence		Caleb Oira Ratemo , Moi University
14:50pm - 15:00pm (10 mins)	5:50am - 6:00am (10 mins)	Rethinking Data Protection in the Age of AI: Challenges Posed to Kenya's Office of the Data Protection Commissioner		Boniface Musyoki, Mutua Boniface Musyoki, Alice Ng'ang'a, Daniel Murimi Nyaga, Victoria Wairimu Mwangi, Boniface Kiriimi Kithinji , Daystar University
15:00pm - 15:10pm (10 mins)	6:00am - 6:10am (10 mins)	Moderated Q & A Session		Sylvia Gati Daystar University
15:10pm - 15:20pm (10mins)	6:10am - 6:20am (10 mins)	AI in the Kenyan job Markert: The role of Daystar University in preparing students for a future of automation		Ms. Valarie Mwikali Ndeto Daystar University

15:20pm - 15:30pm (10 mins)	6:20am - 6:30am (10 mins)	Television coverage of women politicians in the run up to 2022 general elections in Kenya	Ms. Ivey Seleon Koin Agha Khan University
15:30pm - 15:40pm (10 mins)	6:30am - 6:40am (10 mins)	Moderated Q & A Session	Dr Margaret Mtange, Faculty, Multi-Media University

LIVE FROM NAIROBI, KENYA!!

Grand Opening of the Kenya Regional Hub

7:00am - 8:15am, Denver time, | 4:00pm - 5:15pm, Nairobi time
Moderated by **Sr. Prof. A. L. Lando**

Zoom Meeting Details (same for all days)

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NRB Time	Colorado Time	Session/ Event	Topic	Presenter /Discussant
4:00pm - 4:15pm (15min)	7:00pm - 7:15pm (15mins)	Unpacking the #ICA 25 Conference Theme		Prof. Dr. Thomas Hanitzsch ICA President-Elect
		ICA @75: Disrupting and Consolidating Communication Research		
4:15pm - 4:25pm (10 mins)	7:15am - 7:25am (10 mins)	Moderated Q & A		
4:25pm - 4:40pm (15mins)	7:25am - 7:40am (15mins)	ICA Kenya: The Next Chapter		Prof. Dr. Noshir Contractor ICA Past President
4:40pm - 4:50pm (10 mins)	7:40am - 7:50am (10 mins)	Moderated Q & A		
4:50pm - 5:05pm (15 mins)	7:50am - 8:05am (15 mins)	Envisioned Strategic Directions for ICA Hubs		Prof. Dr. Mary Beth Oliver ICA General Secretary & Past President
5:05pm - 5:15pm (10 mins)	8:05am - 8:15am (10 mins)	Moderated Q & A		
5:15pm - 6:15pm (1hr)	8:15am - 9:15am (1hr)	TEA BREAK, NETWORKING & DEPARTURE		

Day's Highlight



75th Annual ICA Conference

Theme: ICA@75: Disrupting and Consolidating Communication Research

Approved ICA Regional Hub in Nairobi

Thursday 12th -
Sat 14th June 2025

Daystar University,
Nairobi, DAC Auditorium



Day two - Friday 13th June 2025

4:00pm - 5:15pm, Nairobi time | 7:00am - 8:15am, Denver time

LIVE FROM NAIROBI - KENYA!!! LIVE FROM DENVER - COLORADO, USA!!!

Moderators Sr. Prof. A. L. Lando & Prof. Shem Otoi Sam

Topic: LIFE STORIES - To what extent has ICA disrupted and consolidated communication research in Africa?

PANELISTS



Dr. Joy Kibarabara PhD
Stockholm University



David Lomoywara
University of Iowa, USA



Protus Murunga
Royal Melbourne
Institute of Technology



Dr. Kevin Mudavadi PhD
Indiana University - Bloomington



Sr. Prof. A. L. Lando PhD
Panel Moderator - Chair, ICA Kenya
Chapter & ICA Nairobi Hub Organizer



Meeting ID:
993 8291 8154
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Day Two - Friday 13th June 2025

Zoom Meeting Details (same for all days)

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Meeting ID: 993 8291 8154 | Passcode: 085971

Moderator: Beryl Oyoo

NRB Time	Colorado Time	Session/ Event	Topic	Presenter /Discussant
8.00am - 9.00am (30mins)	11:00pm - 12:00am	Arrival & Registration		ICA Nairobi Hub Secretariat
9:00am - 9:10 am (10mins)	12:00am - 12:10am	Welcome & Opening Prayer		Rev. Felix Simotwo Assistant University Chaplain, Nairobi Campus

Keynote Presentations & Panel Discussions			Moderator: Dr. Robert Aswani
9:10am - 9:25am (15 mins)	12:10am - 12:25am (15 mins)	Scholarship lessons from the International Communication Association (ICA) as a Disruptive Agent	Prof. Samuel Muriithi Ag. Deputy Vice Chancellor -ARSA- Daystar University
9:25am - 9:40am (15 mins)	12:25am - 12:40am (15 mins)	Keynote Speaker: Disrupting and Consolidating Research Grants Opportunities – Tips for Staff, Faculty and Students	Prof. Shem Otoi Sam Daystar University
9:40am - 9:50am (10 mins)	12:40am - 12:50am (10 mins)	Moderated Q & A	Dr. Robert Aswani Director, Athi River Campus
9:50am - 10:30am (40 mins)	4:10am - 4:50am (40 mins)	To What Extent has ICA Disrupted and Consolidated Communication Research in Africa? Panelists: Dr. Dinah Keino, Dr. Robert Aswani, Dr. Hesbon Owilla, Dr. Margaret Mtange	Dr. Nicholas Ochieng ICA Kenya Chapter Treasurer
10:30am - 10:50am (20mins)	5:10am - 5:45am (20mins)	TEA BREAK	

Paper Presentation Session		Wangeci Kanyeki, Daystar University	
10:50am - 11:00am (10 mins)	5:50am - 6:00am (10 mins)	Prevalence of ethical breaches in podcast content in Kenya	Anthony Mwangi Agha Khan University
11:00am - 11:10 am (10 mins)	2:00am - 2:10am (10 mins)	Generation Z Activism in Kenya: Disrupting Communication Paradigms in the Global South	Afline Awuor Riara University

11:10am - 11:20 am (10 mins)	2:10am - 2:20am (10 mins)	Visual poster representations in the digital era: A visual analysis of Gen Z's demonstration against the finance bill 2024 in Kenya	Dr. Raphael Ogutu Daystar University
11:20am - 11:30 am (10 mins)	2:20am - 2:30am (10 mins)	Protest as a communication tool for social change: A case study of maandamano during Gen z activism in Kenya	Daniel Nyaga Daystar University
11:30am - 11:40 am (10 mins)	2:30am - 2:40am (10 mins)	Moderated Q & A Session	Wangeci Kanyeki Daystar University

Paper Presentation Session Moderator: **Lynette Igwada** Aga Khan University

11:40am - 11:50 am (10 mins)	2:40am - 2:50am (10 mins)	The role of Tik Tok in facilitating slacktivism during the Genz protests in Kenya	Carol Mochoge Daystar University
11:50am - 12:00pm (10 mins)	2:50am - 3:00am (10 mins)	New Media, Meme Culture, and Political Satire: The Role of Performative Art in Political Activism in Kenya	Tabitha Awuor Onyinge, Daystar University
12:00pm - 12:10pm (10 mins)	3:00am - 3:10am (10 mins)	The Role of the Affordances of TikTok in Political Communication Among Young Adults in Kenya	Mabel Luseka Waliaula, Multimedia University
12:10pm - 12:20pm (10 mins)	3:10am - 3:20am (10mins)	Moderated Q & A Session	Lynette Igwada Aga Khan University

Paper Presentation Session Moderator: **Daniel Nyaga**

12:20- 12:30pm (10 mins)	3:20am - 3:30am (10mins)	Bridging the Communication Gap: The Efficacy of WhatsApp in Staff-Student Engagement at Daystar University	Ms Victoria Wairimu Mwangi Daystar University
12:30- 12:40pm (10 mins)	3:40am - 3:50am (10mins)	Storytelling as a mechanism of evaluating Economic Empowerment programs of female Sex workers (FSWs), in Nairobi Kenya	George Ochieng Onginjo, Daystar University
12:40pm- 12:50pm (10 mins)	3:40am - 3:50am (10 mins)	Open to sesame: Digital therapy's disruption in the conventional healthcare platforms	Ms. Nyatichi Nyasani Graduate Student, Daystar University
12:50pm - 13:00pm (10 mins)	3:50am - 4:00am (10 mins)	Moderated Feedback Q & A Session	Daniel Nyaga Daystar University
1:00pm - 2:00pm (1 hr)	4:00am - 5:00am	LUNCH BREAK & NETWORKING	

NRB Time	Colorado Time	Session/ Event	Topic	Presenter /Discussant
Paper Presentations – Moderator - Mabel Luseka				
2:00pm - 2:10pm (10 mins)	5:00am - 5:10 am (10 mins)	Farmers' Reliance on Radio and Other Media for Climate Information: A Case Study of the IGAD Region		Henry Herman Neondo, Daystar University
2:10pm - 2:20pm (10 mins)	5:10am - 5:20am (10 mins)	Climate change and livelihoods: A case study of Urban slums		Collins Kipkoech Togom, Daystar University
2:20pm- 2:30pm (10 mins)	5:20am- 5:30am (10 mins)	Decolonizing Climate Governance: Indigenous Knowledge and Communication for Resilience		Yvonne Tarus, Daystar University
2:30pm - 2:40pm (10 mins)	5:30am - 5:40pm (10 mins)	Moderated Q & A Session		Mabel Luseka Mulimedia University

Paper Presentations - Moderator: Nyatichi Nyasani, Graduate Student, Daystar University				
2:40pm - 2:50pm (10 mins)	5:40am - 5:50am (10 mins)	Examining test anxiety and psychological wellbeing among graduate students: A case of Daystar University.		Wycliff Sserunjogi, Daystar University
2:50pm - 3:00pm (10mins)	5:50am - 6:00am (10 mins)	Digital data overload and its effects on the mental health of African youth aged 15-25 years		Lillian Elizabeth Anyango, Daystar University
3:00pm - 3:10pm (10 mins)	6:00am - 6:10am (10 mins)	Uses and gratifications of sensationalised content on the digital native news websites in Kenya		Lynette Igwadah, Agha Khan University
3:10pm - 3:20pm (10 mins)	6:10am - 6:20am (10 mins)	Moderated Q & A Session		Ms Nyatichi Nyasani Graduate Student, Daystar University

Paper Presentations: Moderator, Mr. Sosnes Olindo, Daystar University				
NRB Time	Colorado Time	Session/ Event	Topic	Presenter /Discussant
3:20pm - 3:30pm (10 mins)	6:20am - 6:30am (10 mins)	Dialogic ethics in Leadership Communication: Disrupting Traditional Models of Change Management Communication		Mrs Ruth Wavinya Musembi Daystar University
3:30pm - 3:40pm (10 mins)	6:30am - 6:40am (10 mins)	Academic demands on mental well-being of university students in Kenya		Dr Susan Wandera, Daystar University
3:40pm - 3:50pm (10 mins)	6:40am - 6:50am (10 mins)	Moderated Q & A Session		Mr. Sosnes Olindo Daystar University

LIVE FROM NAIROBI - KENYA!!

LIVE FROM DENVER, COLORADO, USA

Friday 13th June 2025 - LIFE STORIES

Moderators: Sr. Prof. A. L. Lando & Prof. Shem Otoi Sam

4:00pm - 5:15pm, Nairobi time | 7:00am - 8:15am, Denver time

My Story - To what extent has ICA disrupted and consolidated communication research in Africa?

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4:00pm - 7:00am -
5:15pm 7:10am
(1 hr 15 mins)

Dr. Joy Kibarabara
Stockholm University

Dr. Kevin Mudavadi
Indiana University –
Bloomington

David Lomoywara
University of Iowa, USA

Protus Murunga Akwabi
Royal Melbourne Institute of
Technology

5:00pm -
6:00pm
(1hr)

ANNOUNCEMENTS, TEA BREAK & NETWORKING

Day's Highlight



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Day Three - Saturday 14th June 2025

7:00am - 8:15am, Denver time | 4:00pm - 5:15pm, Nairobi time | 2:00pm - 3:15pm, Nigeria time

LIVE FROM NAIROBI - KENYA, CALABAR - NIGERIA AND DENVER, COLORADO!!!

Focus: South to South Collaboration with #ICA@75 - ICA Fellows to Mentor Graduate Students and Emerging Scholars in Kenya and Nigeria Hubs



PANELISTS



Prof. Dr. Steven Wilson PhD

Professor of Health Communication &
Director Graduate Studies, University
of South Florida



Prof. Dr. Patrice Buzzanell PhD

Professor Of Communication,
University of South Florida, USA



Sr. Prof. A. L. Lando

Moderator: Chair, ICA Kenya Chapter
& Nairobi Hub Organizer



Dr. John-Bell Okoye PhD

HoD Strategic and Organizational
Communication - Daystar University



Abishagi Bhoke Christopher

St. Augustine University of Tanzania



Stephen Wambua Kisilu

Kenyatta University, Kenya



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Day Three - Saturday 14th June 2025

7:25am - 7:50am, Nigeria time | 9:25am - 9:50am, Nairobi time | 12:25am - 12:50am, Denver time

LIVE FROM NAIROBI - KENYA, CALABAR - NIGERIA AND DENVER - COLORADO!!!

Focus of the Day: South to South Collaboration with #ICA@75 - Mentorship of Graduate Students and Emerging Scholars in Kenya and Nigeria Hubs



KEYNOTE SPEAKER



Prof. Yakubu Suleiman-Uzohu PhD
Nile University of Nigeria, Abuja

Panel One (1)

2:00pm - 3:00pm (Nairobi time)
12:00pm - 1:00pm (Nigeria time)
05am - 06:00am (Denver time)

Moderators

- Agnes Lucy Lando - Daystar University, Kenya
- Ekaete George - University of Port Harcourt, Nigeria

Graduate Students' Experiences

- Inobemhe - Nasarawa State University, Keffi, Nigeria
- Sam Matthew Akpe - Bringham University, Karu, Nigeria
- Loise Macharia - Daystar University, Nairobi
- Gilbert Omedi Maube - Grets University

MODERATORS



Sr. Prof. A. L. Lando PhD
Chair, ICA Kenya Chapter &
Nairobi Hub Organizer



Dr. Dinah Keino PhD
Director of Academic Affairs,
Daystar University

Panel Two (2):

Graduate Students' Experiences

3:00pm - 4:00pm (Nairobi time)
1:00pm - 2:00pm (Nigeria time)
6:00am - 7:00am (Denver time)

Panelists

- Ekaete George - University of Port Harcourt, Nigeria
- Hauwa Muhammad - Nile University of Nigeria, Abuja
- Prof. Shem Otoi Sam - Daystar University
- Methos Mabira Meshake - Daystar University



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Day Three - Saturday 14th June 2025

Focus of the Day:

South to South Collaboration with #ICA@75 - ICA Fellows to Mentor Graduate Students and Emerging Scholars in Kenya and Nigeria Hubs

Zoom Meeting Details (same for all days)

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NRB Time	Lagos Time	Colorado Time	Session/ Event
8.00am - 9.00 am (1 hr)	6:00am - 7:00am (1hr)	11:00pm - 12:00am	Registration
8:55am - 9:00am (5 mins)	6:55am - 7:00am (5 mins)	11:55am - 12:00am	Welcome
9:00am - 9:10am	7:00am - 7:05am	12:00am - 12:05am	Devotion and Opening Prayer

Keynote Speeches & Paper Presentations

Moderator: Dr. Dinah Keino

Director of Academic Affairs , Daystar University

9:10am - 9:25am (15 mins)	7:05am - 7:20am (15 mins)	12:05am - 12:20am (15 mins)	Examining Disruptions in Thesis and Dissertation Supervision – The Complimentary Role of the Supervisors and Supervisees
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Keynote Presentation

NRB Time	Lagos Time	Colorado Time	Session/ Event
9:25am - 9:40am (15 mins)	7:25am - 7:40am (15 mins)	12:20am - 12:35 am (15 mins)	The process, Joys, Challenges and new ways (disruptions) of Students' Mentorship and Thesis / Dissertation Supervision.
9:40am - 9:50am (10 mins)	7:40am - 7:50am (10 mins)	12:35am - 12:45am (10 mins)	<ul style="list-style-type: none"> Moderated Q & A Session Appreciation to Prof. Yakubu by Prof Bowen

Paper Presentations
Dr. Raphael Ogutu - Daystar University

NRB Time	Lagos Time	Colorado Time	Session/ Event
9:50am - 10:00am (10 mins)	7:50am - 8:00am (10 mins)	12:50am - 1:00am (10 mins)	Returning to scholarship: In defense of public lectures, inaugural lectures, and publications
10:00am - 10:10am (10 mins)	8:00am - 8:10am (10 mins)	1:00am - 01:10am (10 mins)	When pens don't write, Africa forgets! Catalysing contemporary African Communication research
10:10am - 10:20am (10 mins)	8:10am - 8:20am (10 mins)	01:10am - 01:20am (10 mins)	Learning pains, Myth or Fact?
10:20am - 10:30am (10 mins)	8:20am - 8:30am (10 mins)	01:20am - 01:30am (10 mins)	Moderated Q & A Session
10:30am - 11:00am (30 mins)	8:30am - 9:00am (30mins)	01:30am - 02:00am (30 mins)	TEA BREAK

Paper Presentations
Moderator : Dr. Hesbon Owilla
Aga Khan University University

NRB Time	Lagos Time	Colorado Time	Session/ Event
11:00am - 11:10am (10 mins)	9:00am - 9:10am (10mins)	02:00am - 02:10am (10 mins)	Popular Music as Political Journalism: A Survey of The Three Waves of Political Protests in Kenya
11:10am - 11:20am (10 min)	9:10am - 9:20am (10 mins)	02:10am - 02:20am (10 mins)	Communication between supervisors and supervisee: The Complexity of Bridging the Gap Toward Completion of Postgraduate Studies in Kenya.
11:20am - 11:30am (10 min)	9:20am - 9:30am (10 min)	02:20am - 02:30am (10 min)	Analysing assessments of growing academic demands and the resulting mental toll
11:30am - 11:40am (10 mins)	9:30am - 9:40am (10 mins)	02:30am - 02:40am (10 mins)	Moderated Q & A Session

Paper Presentations Moderator Magdaline Kiyeng – Daystar University

NRB Time	Lagos Time	Colorado Time	Session/ Event
11:40pm - 11:50pm (10 mins)	9:40am - 9:50am (10 mins)	2:30am - 2:40am (10 mins)	Climate Change and Faith: Faith Based Approaches to Climate action in Africa
11:50pm- 12:00pm (10mins)	9:50am - 10:00am (10 mins)	2:40am - 2:50am (10 mins)	Chatbots for safety: Leveraging Technology in moderating harmful on-line platforms for vulnerable children
12:00pm - 12:10pm (10mins)	10:00am- 10:10am (10 mins)	2:50am - 3:00am (10 mins)	Moderated Q & A Session
12:10pm - 12:50pm (40 mins)	10:10am- 10:50pm (40 mins)	3:00am - 3:50am (40 mins)	<p>Panel Discussion Disruption in PR Trends: Rewriting the Rules of Influence, Authenticity and Tech</p> <p>Mary Gitari, CEO Brandspark PR</p> <p>Paul Karingithi, PR Strategy Director, Brandspark PR</p>
1:00pm - 1:50pm (50hr)	11:00pm – 12:00pm (1 hr)	3:00am – 4:00am (1 hr)	LUNCH BREAK

NAIROBI, KENYA HUB LIVE WITH CALABAR, NIGERIA HUB!

Date: Saturday 14th June 2025

Time: 2:00pm – 3:00pm; & 3:00pm – 4:00pm (Nairobi)

12:00pm – 1:00pm; & 1:00pm – 2:00pm (Lagos)

05:00am – 06:00am, & 6:00am – 7:00am (Denver)

Topic: South to South Collaboration – Kenya Hub and Nigeria Hub – Reflections of Graduate Students

Chairs/Moderators:

1. Sr. Prof. Agnes Lucy Lando – Daystar University, Kenya
2. Dr. Monica Opiyo – Daystar University, Kenya
3. Ekaete George - University of Port Harcourt, Nigeria

Zoom Meeting Details (same for all days)

<https://daystar-ac-ke.zoom.us/j/99382918154?pwd=2kAofYM5vLGIRRbyHlxQC4wln2Up2J.1>

Meeting ID: 993 8291 8154 | Passcode: 085971

2:00pm – 3:00pm	12:00pm – 1:00pm	5:00am – 6:00am	<p>Delayed completion of graduate studies: an assessment of the growing academic demands</p> <p>Gilbert Omedi Maube, Gretsas University.</p> <p>(10 mins presentation, followed by the panel of graduate students)</p> <p>Graduate Students' Experiences</p> <ol style="list-style-type: none">1. Kelvin Inobemhe – Nasarawa State University, Keffi, Nigeria2. Sam Matthew Akpe – Bringham University, Karu, Nigeria3. Loise Macharia – Daystar University, Nairobi4. Gilbert Omedi Maube, Gretsas University.
3:00pm – 4:00pm	1:00pm – 2:00pm	6:00am – 7:00am	<p>Panel 2: Graduate Students' Experiences</p> <ol style="list-style-type: none">1. Ekaete George – University of Port Harcourt, Nigeria2. Hauwa Muhammad - Nile University of Nigeria, Abuja3. Prof. Shem Otoi Sam – Daystar University4. Methos Mabira Meshake - Daystar University

LIVE FROM NAIROBI - KENYA , CALABAR - NIGERIA AND DENVER, COLORADO!

Date: Saturday 14th June 2025

Time: 4:00pm - 5:15pm (Nairobi) 07:00am - 08:15am (Denver)

Topic: South to South Collaboration with #ICA@75 - ICA Fellows to Mentor Graduate Students and Emerging Scholars in Kenya and Nigeria Hubs

Chairs/Moderators:

1. Sr. Prof. Agnes Lucy Lando - Daystar University, Kenya;
2. Ekaete George - University of Port Harcourt, Nigeria;

Zoom Meeting Details (same for all days)

<https://daystar-ac-ke.zoom.us/j/99382918154?pwd=2kAofYM5vLGIRRbyHlxQC4wln2Up2J.1>

Meeting ID: 993 8291 8154 | Passcode: 085971

Live from Nairobi, Kenya and Calabar, Nigeria

4:00pm - 5:15pm (Nairobi)

2:00pm - 3:15pm (Calabar, Nigeria)

7:00am - 8:15am (Denver, Colorado)

Special Panel - Journeying with Graduate Students - Faculty, Administration and Graduate Students' Sharing Experience

Moderator: Sr. Prof. A. L. Lando

Moderated Panel 4:00pm - 5:00pm (Nairobi) 2:00pm - 3:00pm (Nigeria) 7:00am - 8:00am (Denver, Colorado, USA)	Journeying with Graduate Students - My Administrative and Teaching Experience	Prof. Steven Wilson, Professor of Health Communication & Director Graduate Studies, University of South Florida
	Supporting International Graduate Students (ICA Nairobi, Entebbe)	Prof. Patrice Buzzanell, Professor of Communication, University of South Florida, USA
	A Graduate Student's Experience	Stephen Wambua Kisilu Graduate Student Kenyatta University, Kenya
	A Graduate Student's Experience	Abishagi Bhoke Christopher Graduate Student St. Augustine University of Tanzania
	A Supervisor's Perspective	Dr. John-Bell Okoye HoD, Strategic and Organizational Communication (STOC) Daystar University

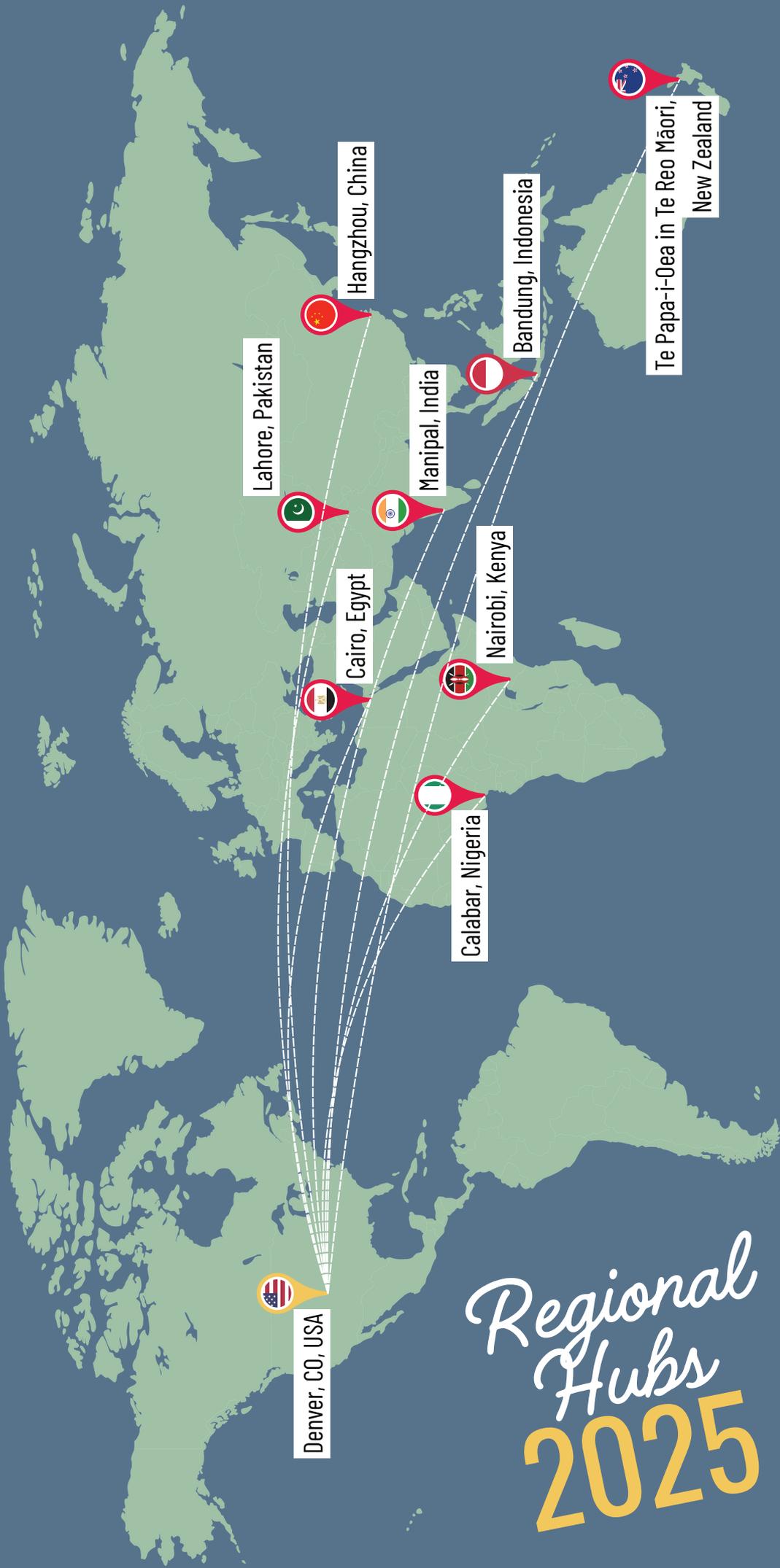
Official Closing of the Conference

5:00pm – 5:15pm (Nairobi)
3:00pm – 3:15pm (Calabar, Nigeria)
8:00am – 8:15am (Denver, Colorado)

Appreciation of the Panelists and Official Closing of the Conference

Prof. Michael Bowen
Principal, Nairobi Campus

	Announcements	Dr. Monica Opiyo
5:20pm – 6:00pm	Networking Tea & Departure at Leisure	



Denver, CO, USA



Calabar, Nigeria



Cairo, Egypt



Nairobi, Kenya



Lahore, Pakistan



Manipal, India



Hangzhou, China



Bandung, Indonesia



Te Papa-i-Oea in Te Reo Māori,
New Zealand

Regional Hubs 2025