

**THE 10<sup>TH</sup> EAST AFRICAN COMMUNICATION CONFERENCE'S PROGRAMME**  
**UGANDA CHRISTIAN UNIVERSITY**  
**FACULTY OF JOURNALISM, MEDIA AND COMMUNICATION**  
**THE 6<sup>TH</sup> ANNUAL EAST AFRICAN COMMUNICATION ASSOCIATION CONFERENCE**

**14<sup>th</sup> –16<sup>th</sup> October, 2021**  
**Organised by**  
**The Uganda Christian University**

| <b>Thursday 14 October 2021</b> |   |  |   |
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| <b>8:30 –9:00 am</b>            | Arrival and Registration  |  |   |
| 9:00 –9:50 am                   | <ul style="list-style-type: none"> <li>• Anthems.....Performing Arts</li> <li>• Dr. Emilly Comfort Maractho, Conference Convener</li> <li>• Professor Monica B. Chibita, Dean, Faculty of Journalism, Media and Communication</li> <li>• Dr. Wilson Ugango, President EACA</li> <li>• Assoc. Prof. Aaron Mushengyezi, Vice Chancellor, Uganda Christian University</li> <li>• Chief Guest, Professor Mary J.N. Okwakol, Executive Director, National Council for Higher Education</li> </ul>  |  |   |
| <b>9:50 –10:30 am</b>           | Key Note Address: Mr. Joel Kibazo   |  |   |
| <b>10:30 –11:00 am</b>          | <b>Tea/Coffee Break</b>   |  |   |
| <b>11:00 –1:00 pm</b>           | <b>Session 1 A:</b>   | <b>Session 2B:</b>   | <b>Session 3C:</b>  |
|                                 | <p><b><u>East Africa's coverage of the Covid-19 pandemic</u></b></p> <p><b>Chair:.....</b></p> <ol style="list-style-type: none"> <li>1. Media coverage of the novel coronavirus (Covid-19) in Kenya and Tanzania: content analysis of newspaper articles in East Africa (<b>Evonne Mwangale Kiptinness &amp; John-Bell Okoye), Daystar University</b>)</li> <li>2. The role of the media/communication and media/communication institutions in crisis communication in the context of COVID- 19 (<b>Marion Olga Alina &amp; Fred Kakooza), Makerere University.</b>)</li> <li>3. Viability of digital subscription in Uganda: A post-Covid outlook for Ugandan Media (<b>Alex Taremwa) The Aga Khan University</b>)</li> </ol> | <p><b><u>Theme: The implications of COVID 19 for media &amp; communication pedagogy &amp; curricula</u></b></p> <p><b>Chair: .....</b></p> <ol style="list-style-type: none"> <li>1. Challenges faced by Lecturers and Students and their Beliefs about Online Teaching and Learning during Covid-19: A case study of University of Rwanda, (<b>Jean-Pierre Uwimana &amp; Edward Kabuye Mwesigye), University of Rwanda</b>)</li> <li>2. Effects of face masks on curriculum delivery in Universities. A CASE STUDY: MOI UNIVERSITY (<b>Ijeiza Halima Kimani</b>)</li> <li>3. Going Viral: Pandemic spawns university-NGO e-lab collaborative</li> </ol> | <p><b><u>The role of the media/communication industries and media education institutions in Risk Communication and Community Engagement (RCCE).</u></b></p> <p><b>Chair:.....</b></p> <ol style="list-style-type: none"> <li>1. Constructive role of journalism in reporting the Covid-19 pandemic in Kenya.</li> <li>2. The Impact and Role of Mass Media during the Covid-19 Pandemic- (<b>Josephine Kinyanzu</b>)</li> <li>3. Crisis Communication: The Impact of Media Coverage of COVID-19 in Kenya (<b>Kabindio Brendah N. &amp; Bulitia Godrick M), Masinde Muliro University of Science and</b>)</li> </ol> |

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|                               | <p>4. Media coverage of Covid-19. (Solvei Omland &amp; Emily Comfort Maractho) NLA University College &amp; Ugand Christian University</p> <p>5. Six decades of African media development: An Increasingly liberal donor agenda (Terje Skjerdal)</p>   | (John Semakula & Patty Huston-Holm), Uganda Christian University & UCU Partners, NGO based in USA   | Technology & Maasai Mara University   |
| 1:00 –2:00 pm                 | Lunch Break/ end of day one  |   |   |
| <b>Friday 15 October 2021</b> |  |   |   |
| 8:30 –9:00 am                 | Arrival and Registration   |   |   |
| 9:00 –12:15 pm                | <b>Session 1 A:</b>  | <b>Session 2B:</b>  | <b>Session 3C:</b>  |
|                               | <p><b><u>Theme: The state of Journalism &amp; Communication education in East Africa/ Theme: The implications of COVID 19 pandemic for the media/communication industry, practice &amp; regulation</u></b></p> <p><b>Chair:.....</b></p> <ol style="list-style-type: none"> <li>Understanding, perception and communicating mental health among university students in Uganda. (Angella Napakol, Evangeline Nalugya and Elizabeth Kitego), Uganda Christian University</li> <li>Covid-19: analyzing the believers' reaction in Kenya (Josephine K. Mule &amp; Lydia Wambui), Daystar University, Kenya University of South Africa (UNISA)</li> <li>Reporting traumatic events in journalism: Experiences of Kenyan journalists in covering the Covid-19 pandemic (Faith Wanjiku), The Aga Khan University</li> </ol> | <p><b><u>Theme: Innovations in media and communication education and practice and their viability for East Africa</u></b></p> <p><b>Chair:.....</b></p> <ol style="list-style-type: none"> <li>Re-conceptualization of trans media approaches in media and communication practices in the East African Context (Juliet Atieno Oduor1 &amp; Molly Anyango Ali2), Maasai Mara University &amp; Maseno University</li> <li>Digital tools, working remotely and productivity: The Case of Kenya, 6 months after the first COVID case was reported (Josephine K. Mule), Daystar University.</li> <li>Innovate or suffocate: COVID-19 and newspapers' survival in Uganda (Charlotte Ntulume &amp; Sara Namusoga) Makerere University, Uganda</li> </ol> | <p><b><u>Theme: Innovations in media and communication education and practice and their viability for East Africa</u></b></p> <p><b>Chair:.....</b></p> <ol style="list-style-type: none"> <li>COVID 19: Educators using technology to teach in Kenyan universities (Josephine Mule), Daystar University</li> <li>Analyzing the place of technology in communication: Case study of Kenya during the COVID-19 pandemic (Josephine K Mule), Daystar University</li> <li>Constructive role of journalism in reporting the covid-19 pandemic in Kenya</li> </ol> |

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|                                 | <p>4. Re-imagining the face of Nigerian Broadcast Journalism: In search of a “New Normal” (<b>Mary Okocha &amp; Stella Oyebanji</b>), University, Ibadan &amp; Federal Radio Corporation of Nigeria, Ibadan in Nigeria</p>   | <p>4. Murals as visual communication tool in the fight against the spread of covid-19: a case of the informal settlements in Kenya. (<b>Benjamin Mbatia Kinyanjui</b>)</p>   |   |
| <b>12:15 – 12:45pm</b>          | <b>Tea/Coffee Break</b>  |  |   |
| <b>12:45 –1:15 pm</b>           | Key Note Address: Prof. Guy Gerger, UNESCO   |  |   |
| <b>1: 15 –2:00 pm</b>           | Lunch Break/ end of day two  |  |   |
| <b>Saturday 16 October 2021</b> |  |  |   |
| <b>8:30 –10:30 am</b>           | Key Note Address: Prof. George Nyabuga   |  |   |
| <b>10:30 –11:00 am</b>          | <b>Tea/Coffee Break</b>  |  |   |
| <b>11:00 –1:00 pm</b>           | <b>Session 1 A:</b>  | <b>Session 2B:</b>   | <b>Session 3C:</b>  |
| 11:00 – 1:00pm                  | <p><b><u>Theme: Communicating Covid-19</u></b></p> <p><b>Chair:.....</b></p> <ol style="list-style-type: none"> <li>1. “Communicating the Reality of COVID-19 Pandemic and Transforming Perspectives among Ugandan Population: A Hermeneutical Approach”- (<b>Simon Masiga</b>), <b>Makerere University</b></li> <li>2. Perceptions Towards Communication Strategies Used By Kenya Government To Increase Uptake Of Covid 19 Vaccine (<b>Daniel Robert Aswani</b>), <b>Daystar University</b></li> <li>3. Digital media literacy: an analysis of potency of online newspaper reporting on covid-19 pandemic in Kenya ( <b>Nicholas Anyuor, Emojong Emukule &amp; Rose Achieng</b>), <b>Rongo University</b></li> </ol> | <p><b><u>Infodemics and Covid-19</u></b></p> <p><b>Chair:.....</b></p> <ol style="list-style-type: none"> <li>1. Diffusion of COVID-19 misinformation in Kenyan Twitter Conversations (<b>John Ndavula &amp; Anne Munuku</b>), <b>Murang’a University of Technology &amp; Islamic University of Kenya</b></li> <li>2. Fake COVID-19 news myth-busting: Source credibility in countering the coronavirus (<b>Obyerodhyambo &amp; Wambui Wamunyu</b>)</li> <li>3. Managing the COVID-19 infodemics: Media coverage of the COVID-19 pandemic in Kenya amidst misinformation and disinformation (<b>Ruth Aoko Owino</b>), <b>Kabarak University</b></li> <li>4. Misinformation and Mistrust around COVID-19 Government Generated Information: A</li> </ol> | <p><b><u>Covid-19 implications for the viability of the media and communication industries</u></b></p> <p><b>Chair: .....</b></p> <p><b><u>Theme: Communicating Covid-19</u></b></p> <ol style="list-style-type: none"> <li>1. Reporting of Covid -19 By Daily Nation &amp; Sunday Nation between March 2020 And December 2020: A content Analysis. (<b>Njeru Abraham Kirea, Purity Kathure &amp; Christopher Onyango Wasiaya</b>)</li> <li>2. Health Communication in the Management of COVID 19 pandemic (<b>W. Ugangu &amp; Evelyne Wangechi</b>)</li> <li>3. Perception of COVID-19 related vaccination among priority groups in Uganda. (<b>Angella Napakol &amp; Samuel</b>)</li> </ol> |

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|               | <p><b>4. The rising need for priority based curriculum in the Covid 19 era for Postgraduate students of Communication at MOI University, Kenya( W. Okumu – Bigambo) ,MOI University</b></p> | <p>Qualitative Analysis of Social Media Responses and Comments on Key Messages within the first year of COVID -19 in Kenya. <b>(Dorothy Omollo).</b></p> | <p><b>Kazibwe), Uganda Christian University).</b></p> <p><b>4. Role of social media in communicating the uptake of Covid-19 vaccine: A Case study of Moi University Post Graduate Students. (Kashara Juma Erick) Moi University</b></p> |
| 1:00 –2:00 pm | Lunch Break/ General Assembly/ end of day three/ close of the conference  |  |   |