1,340 students earn degrees as USIU-Africa celebrates 41st Commencement ceremony

By Taigu Muchiri and Brenda Odhiambo

USIU-Africa celebrated its 41st commencement, with a total of 1,340 graduates across various programs. The graduates included 948 undergraduate students, 373 graduate students and 19 Doctorate students. During the ceremony, the University honored 14 students who graduated with distinctions.

Speaking during the ceremony, the Vice Chancellor noted that the commencement was a testament to the excellence that USIU-Africa had nurtured over the past 50 years, even in the face of increasing challenges in higher education.

"This great fete comes at a time when the higher education sector has been facing increasing challenges over the last couple of years. Globally, challenges such as institutional supply, budget cuts, shortage of qualified faculty, poor institutional governance, poor infrastructure and unequal internationalization are increasingly on the rise. These challenges affect the quality of education offered at institutions of higher learning and eventually affects the quality of education," he said.

"These challenges are not likely to end, and therefore universities must raise their standards and ensure that they adequately prepare the next generation workforce. Failure to address these challenges will be evident in the quality of graduates," he added.

Numerous reports indicate that university graduates suffer from high levels of unemploy-
ment and underemployment, sometimes higher than for primary and secondary graduates. A study conducted by the Federation of Kenya Employers indicated that employers spend between spend between Kshs. 20,000 – Kshs.100, 000 in retraining fresh graduates. A large proportion of this fresh training is centered on work and occupation basics, customer service and basic knowledge about the organization.

With the UN estimating that the number of youth in Africa aged between 15-24 years will be more than 250 million by 2020, the guest speaker, Mr. Vimal Shah, urged the graduands to chart their own paths and become job creators as opposed to job seekers, noting that those who did approached life differently.

“With the number of youth in Kenya expected to grow to 39 million by 2030, it goes without saying that if we are to achieve any development-related goals, the youth will have to be an integral part of these strategies. As an institution, USIU-Africa has taken it upon itself to ensure that we provide each of our students with the necessary tools for them to create opportunities for them to participate in the global economy,” she added.

To date, the University has graduated over 19,300 students, drawn from 73 nationalities. It is the only university in the region with dual accreditation in Kenya by the Commission for University (CUE) and the United States of America (USA) by WASC Senior College and University Commission (WSCUC).

Ireri, 3 Doctoral Students Publish Research on Media Framing of Oil Exploration in Kenya

By Kioko Ireri

Associate Professor Kioko Ireri and three doctoral students have published a research paper on the media coverage of Kenya’s oil exploration since the discovery of the coveted commodity in 2012. Therefore, the media frame analysis research examines the coverage of Kenyan oil exploration by two national English newspapers (Daily Nation and People Daily) from 2012 to 2016.

Specifically, the study investigates the prevalence of seven news media frames—namely attribution of responsibility, conflict, economic consequences, energy policies, energy security, human interest and environmental concern—during the four-year period. It also examines the nature of the coverage—episodic or thematic—and whether the predominant frame is associated with episodic or thematic framing.

Findings show that attribution of responsibility and economic consequences were the most dominant frames, while the general coverage was overwhelmingly thematic in nature. Thematic coverage focuses on the larger societal interests unlike episodic which focuses on an individual. Thus, it means that the two publications presented the issue of oil exploration from the broader interests of the nation rather than an individual.

The attribution of responsibility (for causing or solving issues surrounding oil exploration) was attributed to the Kenyan government. This is because the government was expected to play a central role in the implementation of the post-oil discovery plans—for instance, putting in place new policies governing oil production and distribution. For economic consequences, the newspapers reported it in terms of economic growth as a result of increased revenue from oil exportation, and low cost of production in industries and factories. The study’s data were collected using quantitative content analysis. A total of 307 news articles were content analyzed - 160 (52.1%) and 147 (48.9%) from Daily Nation and People Daily, respectively. Titled, “Frame Analysis: Newspaper Coverage of Kenya’s Oil Exploration in the Post-2012 Discovery Era”, the paper is published in the current edition of African Journalism Studies – the leading African journal in the field of journalism and mass communication.

The other three authors – all Kenyan doctoral students are Njoki Chege and Don Bosco Onyalla – both from the School of Communication, Daystar University and Joy Kibarabara in the Department of Media Studies, Stockholm University, Sweden.
The graduating class of 2019 was hosted to a graduation dinner at the Intercontinental Hotel on September 26 to celebrate their milestone achievement. During the evening, various representatives from the student body took the opportunity to reflect on their journey at USIU-Africa. They expressed their gratitude to everyone who had supported them through their education, as well as speaking of the strong camaraderie and respect they felt toward their fellow graduates. Below are some of the highlights from the event:
USIU-Africa celebrated its 41st commencement, with a total of 1,340 graduates across various programs. The graduates included 948 undergraduate students, 373 graduate students and 19 Doctorate students. During the ceremony, the University honored 14 students who graduated with distinctions.
How to Double Your Exam Scores in Less Time

Part 1: The Skill of Listening

By Evan Kamau (Performance Consultant)

Listening is an art and a skill that can be learned by any student to enhance performance and achieve excellence. Listening to a class lecture should be an activity of the mind, not of the ear or the eye. When the mind is not actively involved during lecture time, it should be called hearing, not listening; seeing, not reading.

The most prevalent mistake that most students make about the activity of listening is to regard it as passively receiving rather than as actively participating. This mistake is not made about writing and speaking. Students recognize that writing and speaking are activities that involve effort and keen attention to communicate to others by written or oral communication.

The more proficient a student is in the skill of listening to a class lecture or even in discussion forums, the better the results achieved in that subject with less stress and less overwhelm from classwork, assignment and projects. A student can acquire increased skill in listening by paying attention to rules of the art of listening and practicing these rules so that skillful listening becomes an automatic habit.

We would all agree that whatever degree of skill we have acquired in writing, reading, and speaking, we has acquired less in listening. The reason is that almost no attention is given to skill in listening.

The effective listener, is an analytical listener, one who keeps awake while listening by having in mind the questions to be asked about the lecture subject being listened to.

When listening to any class lecture, a good student listens with the following three questions in mind:

1. What is the whole lecture about? What, essentially, is the lecturer trying to say and how does he go about communicating it?

2. What are the main ideas, conclusions, and arguments? What is the special vocabulary, data, case stories, examples used to express these ideas and to state the lecturer’s conclusions and arguments?

3. What is the application of this lecture? What areas of application follow from the main topic of the lecture? What is their importance or significance for me?

It is possible to have all these questions in mind while listening to a lecture, but most of the students would find it impossible to try to answer them at the same time they are listening to an ongoing lecture. The student who is a critical listener should reflect upon the lecture he or she has attended and if these questions cannot be answered as the lecture goes on, they must be answered retrospectively when one reflects on what one has listened to.

Skillful note taking

In the process of listening to a lecture or any other form of discussion or forum it is absolutely necessary to put pen to paper. Skillful listening involves skillful note taking, both while the lecture is going on and after it is over, when the student should review his or her notes and reflect on them. Afterwards the student should make a new series of notes that is a better record of what one has listened to and how it has affected their understanding.

Remember as a student the strategy to excel depends on your ability to maximize the results and outcomes that you achieve on your time, effort and activities in the university. Mastering, the skill of listening will help you to get the best results out of the time you attend and listen to a lecture. If you achieve 20% improvement in each of the above mentioned areas of skillful listening you will undoubtedly find your performance improving toward excellence.

Listening to a class lecture should be an activity of the mind, not of the ear or the eye.
Sport Updates

By Ernest Mwanzi

Rugby
The Rugby men’s team beat Swaras 25 – 7 on Saturday, September 28, during the Kenya Rugby Union, championship match played at Impala grounds.

Basketball
On Sunday, September 29, during the Kenya Basketball Federation (KBF) Premiere league matches played at Nyayo Gymnasium the men’s team (Tigers) beat World Hope 46 – 36, while the ladies’ team thrashed Africa Nazarene University 71 – 49.

In the Nairobi BasketBall Association league match the men’s team (Marines) narrowly lost to Jomo Kenyatta University of Agriculture and Technology, 80 – 83 in a game that was played at Jamhuri High School.

Hockey
Both the Hockey ladies and men’s team won Gold medals at the 2019 Hope Hockey Championship held in Kampala, Uganda on Sunday, September 29.

Media Mentions

Compiled by Diana Meso

October 3: The Star mentioned USIU-Africa in an article titled “Lakers relishing City Park challenge.”
https://www.usiu.ac.ke/1408/star-lakers-relishing-city-park-challenge

October 2: USIU-Africa was mentioned by The Star in an article titled “Senge calls for focus ahead of Greensharks encounter.”
https://www.usiu.ac.ke/1407/star-senge-calls-for-focus-ahead-greensharks-encounter

October 1: USIU-Africa was mentioned online in an article titled “China: From underdog to global power in 70 years.”
https://www.usiu.ac.ke/1406/online-china-from-underdog-global-power-in-70-years

October 1: The Star mentioned USIU-Africa in an article titled “USIU ease relegation worries after victory.”
https://www.usiu.ac.ke/1405/star-usiu-ease-relegation-worries-after-victory

September 30: USIU-Africa was mentioned by The Standard in an article titled “Government urged to create thriving business environment for job creators.”

September 28: The Standard mentioned USIU-Africa in an article titled “Oilers seek to stun Impala in Floodlit quarter-finals.”

September 28: USIU-Africa was mentioned by The Star in an article titled “High-riding Thunder host champions KPA in an epic duel.”
https://www.usiu.ac.ke/1402/star-high-riding-thunder-host-champions-kpa-in-epic-duel

September 27: Citizen Digital mentioned USIU-Africa in an article titled “KPA, Thunder set for heavyweight KBF clash.”

Upcoming Events

Colloquium: October 10, 2019
PRESENTER: Dr. Kioko Ireri from School of Communication, Cinematics & Creative Arts.
TOPIC: “Politicians in Newspaper News: Who Attracts Coverage in Kenyan Politics”
VENUE: DVC-ASA- Boardroom - Chandaria School of Business.

Colloquium: October 24, 2019
PRESENTER: Prof. Timothy Okech, Chandaria School of Business.
VENUE: DVC-ASA- Boardroom - Chandaria School of Business.
USIU-AFRICA @50 LIST OF EVENTS

As part of our 50 year celebrations, please note that we will be carrying out the events listed below over the next few months:

- **USIU-Africa Alumni Homecoming**
  - October 26

- **USIU-Africa Academic Symposium**
  - October 31

- **USIU-Africa Fun Run**
  - November 2

- **USIU-Africa@50 Commemorative performance**
  - November 6

- **The USIU-Africa Gala Dinner**
  - November 8

- **Mr. and Miss. USIU-Africa**
  - November 14