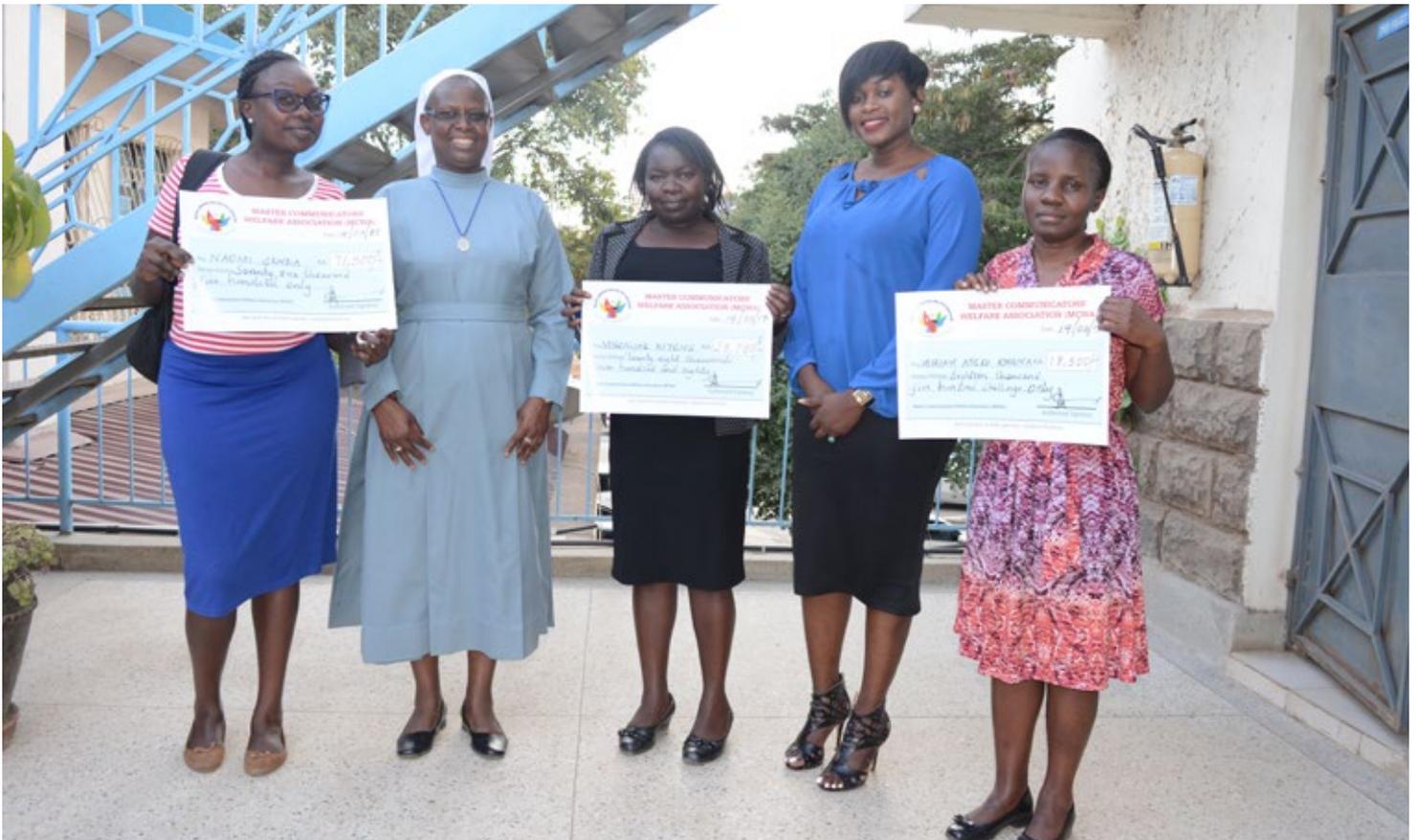


# THE DAYSTAR UNIVERSITY WEEKLY

# *infospot*

March 2017 / ISSUE 10

## MCWA Awards 4th Scholarships



*Prof. A. Lando (2nd left) and guest speaker Ms. Mercy Agnes Mwamba (2nd right) together with the three students who were awarded scholarships*

The Masters Communicators' Welfare Association (MCWA) held the 4th Scholarship Awarding ceremony on 14th March 2017 at the Nairobi Campus. The awarding ceremony which doubled up as a fundraiser raised over Ksh.100, 000, which was awarded to three MA Communication students; Magdalene Kiyeng, Miriam Ayieko and Naomi Senda.

The guest of honor, Ms. Mercy Agnes Mwamba from Kenya Airways, who is also an MA Communication student at Daystar University encouraged the attendees that, irrespective of the situation, God knows it and will turn it around. In her remarks, Sr. Prof. A. L. Lando, the Association's Patron said it pains her to witness students missing out on the end of semester exams, or dropping out of their studies due to lack of fees. She was grateful to God for the students and well-wishers who have continually supported the initiative.

One of the founders of MCWA Ms. Faith Musau, in her speech said as a class they saw the need to start the initiative that could assist the students who were struggling with paying fees. She narrated how at the start of the semester a class would have about 40 students, but by the end of the semester only 20 students would sit for their final exams.

Other faculty members who attended the event were, Mr. Davis Mokaya and Mr. Grunduah Othello, from the Communication Department. MCWA is a welfare group which was founded in March 2013 by Master of Arts Communication Class under the leadership Sr. Prof. A.L. Lando, with the aim of raising funds to support financially challenged MA Communication students.

The slogan for the welfare is 'Little is much when humanity cooperates with God.'

# Students Participate in Ethical Business Leadership Forum



*Daystar University Co-Founder Dr. Donald Smith delivers his speech at the Ethical Business Leadership Forum*

Student entrepreneurs gathered on Tuesday 14th March, 2017 at the ICT Theatre, Athi River for a leadership and business symposium dubbed the Ethical Business Leadership Forum. Daystar University Co-Founder Dr. Donald Smith and Daystar University Alumni (DUAA) Chairman, Mr. Malele Ngalu were the evening guest speakers.

The talk focused on encouraging ethical business practices among budding entrepreneurs as a blueprint for successful enterprises. A number of students with business ideas got the opportunity to pitch their ideas at the forum.

Dr. Smith in his talk stressed on the necessity to adopt ServantLeadership model as a way to run a business; differentiating it from a power centric model. He pointed out that, "Servant leadership means leading by love," and that the opposite of leading by love is leading by power; a leadership strategy that pushes subjects away or makes them aloof. He told a story of an American airline that

served their customers with love and grew to become the best American airline whilst remaining relevant for forty years, to date.

Mr. Malele Ngalu on the other hand told a story of his achievements, right from the time he graduated from Daystar in 2006. Mr. Ngalu, who runs three companies, also placed the students who had presented their business ideas, in the first cohort of business hub that he intends to begin in Daystar. The business hub will assist the student entrepreneurs in their various businesses, financially and otherwise. He also promised to train students on presentation when searching for jobs, and further encouraged them to attend business events for exposure to the corporate world. Students were also challenged to start their own businesses while still in campus to avoid over-dependence on parents.

The talk was organized by DUAA, Corporate Affairs Department and Signature journal.

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# Students Mentored

Mentor Africa Youth Network which is an initiative for mentoring youth in life skills held their monthly mentorship talk at Daystar University. The theme for the session was "Nurturing your talent"

The guest speaker of the day was Mr. Zawadi Mudibo Deputy Editor, K24 Business and student of Daystar University. The price he paid to pursue his career dream as a journalist stunned the audience. He revealed how he was admitted to do a degree course he did not like, but declined because he wanted to become a journalist. "If you are determined, you will get where you want to be, regardless of the resistance you face." He challenged the students to adore commitment and character. "Your talent and qualifications will place you in a job but it's your character which will sustain you there. I know many celebrities who are greatly talented but they don't go beyond that," he cautioned, further encouraging those present to get a mentor that they can look up to in life.

The Principal mentor at Mentor Africa Youth Network Dr. Dancan Irungu who is also a Senior Lecturer in the School of Business and Economics expounded that the greatest of mentees future is in their gifts and talents. He compared gifts with a seed and challenged the mentees to identify their seed and take care of it. "You have a seed; your talent. It's better than wealth, but until you learn to recognize it you will never be fruitful. Water your seed and take care of it," he advised. The mentees were encouraged to get committed to excellence in all their endeavors. "The quality of your lives will be directly proportional to your commitment to excellence," he said.

Eng. Muigai Kariu, a senior manager with Rural Electrification Authority and also a mentor in the program moderated the session. He advised the mentees that having a university degree is not enough, "There are other important skills that are needed in the market place and sometimes they rank highly than the technical skills," he advised. "We mentors are voluntarily willing to hold your hands and help you build these holistic life skills," he concluded. Other mentors in attendance were Mr. Kevin Nyuthe, Daystar staff at Registrar's office and Dr. Joyce Ndegwa, a professor at USIU-Africa.

The Dean of students Dr. James Karau was represented by student counselor Ms. Irene Kimani, who encouraged the mentees to take advantage of the program. She emphasized that the students' affairs department and Daystar University at large recognizes the importance of mentorship for youth. She noted that many students in the universities are put on probation for lack of mentors and people to look up to.

The mentorship program which targets university and college students takes mentees through a twelve weeks journey of life skills coaching, meant to help them understand who they are, and challenge them to have the courage to be their best. The program links mentees with mentors who are practitioners in the market place. After doing the 12 weeks program with their mentors, the mentees are attached to organizations in the market place for apprenticeship after which they also become mentors for junior mentees; students in secondary schools.

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DAYSTAR UNIVERSITY

VALLEY ROAD, NBI

# THE DAC BUILDING

A BUILDING FOR YOUR USE

**VIP BOARDROOMS, A 410 SEATER AUDITORIUM, FULLY SERVICED APARTMENTS, ROOF TOP INDOOR LOUNGES WITH OUTDOOR TERRACES, FULLY SERVICED STUDIOS/BEDSITTERS, TRAINING/SEMINAR ROOMS**

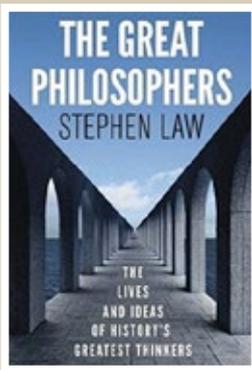
FOR ENQUIRIES & VIEWINGS, PLEASE CONTACT :

Kaz Theuri on 0711-386-368



# LIBRARY UPDATES

Sample ebrarybooks available online for the School of Communication, Language and Performing arts

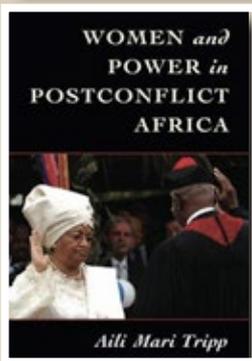


## **Intercultural Communication by Piller, Ingrid**

Combining perspectives from discourse analysis and sociolinguistics, this introduction provides students with a comprehensive, up-to-date and critical overview of the field of intercultural communication. Ingrid Piller explains communication in context using two main approaches.

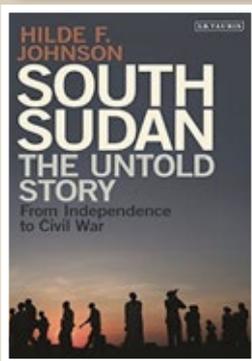
The first treats cultural identity, difference and similarity as discursive constructions. The second, informed by bilingualism studies, highlights the use and prestige of different languages and language varieties as well as the varying access that speakers have to them.

Linguistics students will find this book a useful tool for studying language and globalization as well as applied linguistics.



## **Global Communication by McPhail, Thomas L.**

"Global Communication" is the most definitive text on multi-national communication and media conglomerates, exploring how global media influences both audiences and policy makers around the world. This new edition is comprehensively updated to reflect the many fast moving developments associated with this dynamic field. A new edition of the most definitive text on multi-national communication and media conglomerates, each chapter updated with extensive new details Covers the expanding area of global communication and describes major multimedia conglomerates, particularly in the USA, including the purchase of NBC-Universal by Comcast and Disney's expansion in China Includes new information on the phone hacking scandal by News Corporation's employees in the UK Explains the significant changes in the communication industry both in the US and elsewhere Chronicles the continuing story of the development of Arab Media with new coverage on the Arab Spring Offers an updated companion website with instructor's manual, test banks and student activities, available upon publication at [www.wiley.com/go/mcphail](http://www.wiley.com/go/mcphail)

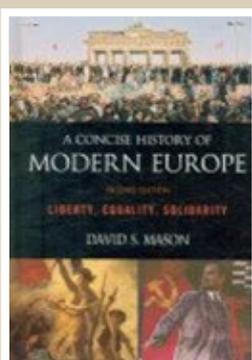


## **Why Are Artists Poor? The Exceptional Economy of the Arts by Abbing, Hans**

Most artists earn very little. Nevertheless, there is no shortage of aspiring young artists. Do they give to the arts willingly or unknowingly? Governments and other institutions also give to the arts, to raise the low incomes. But their support is ineffective: subsidies only increase the artists' poverty.

The economy of the arts is exceptional. Although the arts operate successfully in the marketplace, their natural affinity is with gift-giving, rather than with commercial exchange. People believe that artists are selflessly dedicated to art, that price does not reflect quality, and that the arts are free. But is it true?

This unconventional multidisciplinary analysis explains the exceptional economy of the arts. Insightful illustrations from the practice of a visual artist support the analysis.



## **Songs and Politics in Eastern Africa by Njogu, Kimani, Maupeu, Herve**

Songs and Politics in Eastern Africa bring together important essays on songs and politics in the region and beyond. Through an analysis of the voices from the margins, the authors (contributors) enter into the debate on cultural productions and political change. The theme that cuts across the contributions is that songs are, in addition to their aesthetic appeal, vital tools for exploring how political and social events are shaped and understood by citizens. Urbanization, commercialization and globalization contributed to the vibrancy of East African popular music of the 1990s which was marked by hybridity, syncretism and innovativeness. It was a product of social processes inseparable from society, politics, and other critical issues of the day.

The lyrics explored social cosmology, worldviews, class and gender relations, interpretations of value systems, and other political, social and cultural practices, even as they entertained and provided momentary escape for audience members. Frustration, disenchantments, and emotional fatigue resulting from corrupt and dictatorial political systems that stifle the potential of citizens drove and still drive popular music in Eastern Africa as in most of Africa. Songs and Politics in Eastern Africa is an important addition to the study of popular culture and its role in shaping society.



# Weekly Inspiration

*"No soul that seriously and constantly desires joy will ever miss it. Those who seek find. To those who knock it is opened."*

- C.S. Lewis -

## Chapel Diary

SEMESTER THEME: SEXUAL PURITY #THESEXAPP

*If we confess our sins, He is faithful and just and will forgive us our sins and purify us from all unrighteousness (1 John 1:9)*

### Athi River Campus (ARC)

**Tuesday March 21st, 2017**

Topic: #GameOfThrones

Speaker: DOULOS

**Thursday March 23rd, 2017**

Small Group Bible Study

**Sunday March 26th, 2017**

Topic: "Blurred lines"

Speaker: Mr. Kenneth Yuyu

### Valley Road Campus (VRC)

**Tuesday March 21st, 2017**

Topic: #SEXcapade

Speaker: Mr. Chris Lyimo

**Thursday March 23rd, 2017**

Small Group Bible Study

## Bereavement

Brian Morande Ngoko - ACS Major lost his dad, Mr. Evans Ngoko Makori on 8th March 2017 at Kenyatta Hospital after a short illness. Friends and family members are meeting daily for prayers and support at their home in Syokimau behind streetmart and Rapid Foods Restaurant next to KICC at 6:00pm. There will a main funds drive next week (Date to be communicated) at 680 Hotel along Kenyatta avenue. Burial will take place on 4th March, 2017 in their home in Rigoma village, Keroka in Kisii County. Brian can be reached through his no. 0705 634938

Let's stand with the family in prayers and support during this difficult time of loss.

