



SPEECH

BY

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**Official Opening of School of Creative Arts, Film
& Media Studies**

Thursday 30th April 2015.

- + Our Chief Guest - The CEO, Pan-African Federation of Film Makers – Ms. Jane Munene;**
- + The Chancellor – Dr. Benson Wairegi;**
- + Vice-Chancellor – Prof. Olive Mugenda;**
- + Members of University Council present;**
- + Deputy Vice-Chancellors;**
- + Members of Staff;**
- + Students;**
- + Distinguished Guests;**
- + Ladies and Gentlemen.**

Good Morning.

It is a great honour for me to join you on this auspicious occasion of the Official launch of the School of Creative Arts, Film and Media Studies and the Department of Communication and Media Studies at Kenyatta University.

Kenyatta University has been at the forefront in diversifying, enhancing and enriching its academic programmes to meet the needs of the learners, the country and the region. This is evident in the robust growth in student enrolments and infrastructural developments to meet capacity requirements.

Our Chief Guest, in establishing a Communication and Media Studies School, and re-engineering Film and Theatre arts programmes through revised curriculum, Kenyatta University aims at redefining communication, Film, Theatre and media arts education and training in Kenya to make professionals in these areas in the country better suited to meeting the challenges media convergence poses for the Kenyan economy and society at large today and in the future

Our Chief Guest, Kenya and indeed the World is now in the technological age. This calls for review of training and research methods to meet expectations of the current media and information landscape. To prepare the next generation of communicators and media practitioners, there is need for investment in appropriate training to ease navigation in as many platforms as possible such as print, radio and television media to Web platforms. These have been occasioned by media and device convergence characterizing the current information age.

Sir, Journalists, film practitioners, theatre artists and other media practitioners are increasingly being required to provide a variety of media content in various formats to suit various platforms. These include - text, audio, video, photographs and other graphics as part of a single assignment. To deliver on these and other expectations, practitioners are expected to be well equipped with relevant skills to deliver competitive results.

I wish to thank Kenyatta University Management under the leadership of the Vice-Chancellor, Prof. Olive Mugenda for launching the new School of Creative Arts, Film and Media Studies and the Department of Communication and Media Studies. It is my hope that the new school and department will help bridge the skills gap by providing human capital with relevant and competitive skills to meet the expectations of a changing media and communication landscape.

Communication has become a critical part of strategic planning and of the design and implementation of management activity in both private and public sectors. Advances in technology have greatly expanded career opportunities in communication and media related fields. To this end, the new department of communication and media studies being launched today will go a long way in nurturing drivers of strategic change in these sectors.

Our Chief Guest, ladies and gentlemen; we envisage that the new school and department will contribute in the key pillars of building national, regional and international capacity for highly skilled communication professionals.

With those few remarks, it is now my pleasure to invite the Chancellor – Dr. Benson Wairgei to make his remarks.

Thank you.