

DEPARTMENT OF LITERARY AND COMMUNICATION STUDIES



Name of Staff: Florence Muthoni Mwithi

Designation/Rank: Lecturer

Laikipia University: School of Humanities and Development Studies

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Educational Background/Qualification:

- PhD (Applied Linguistics), Laikipia University, Kenya (2016)
- Masters in. (English Language and Communication), Egerton University, Kenya (2010)
- Bachelors in (Education (Arts)Egerton University, Kenya (2006)

Brief Auto-biography of the Faculty/Staff

Florence is a trained teacher, currently lecturing at Laikipia University, in the Department of Literary and Communication Studies. She teaches courses within Applied linguistics, including: Gender and Language Education, Sociolinguistics, Historical and Comparative linguistics, Discourse analysis and Communication Skills. Her research interests include Computer Mediated Discourse and Gender Studies. Florence is a member of Kenya Oral Literature Association (KOLA).

Away from her teaching career, Florence is married, and is a mother of two girls. She is a born again Christian and a devoted member of ACK Cathedral Church of the Good Shepherd, Nakuru. She serves in various leadership positions of the Church including: Lay Reader, Mother's Union Parish Treasurer, Diocese of Nakuru Synod Member, Chair Communications Committee ACK Diocese of Nakuru and Imani Magazine Editor (a Publication of ACK Diocese of Nakuru) among many other positions.

Research Interest

Computer Mediated Discourse and Gender Studies.

All Publications

- Mutie, S.M., Mang'oka, S.M., Chemwei, B., **Mwithi, F.M.** & Mwakio, L. (2015) A Ghost within: [A literary Study of East Africa Nationalist Leaders' Writings](#). *International Journal of Humanities and Social Science*, Vol.5, no 6(1), June 2015. www.ijhssnet.com/journal/inc ISSN 2220-8488(Print), 222-0989 (Online)
- **Mwithi, F.M.** (2016) Identity presentation in Facebook posts: The Kenyan Situation. *Journal of Literature, Languages and Linguistics. (IISTE)*Vol.26, 30th September, 2016. www.iiste.org ISSN 2422-8435
- **Mwithi, F.M.** (2016) Language and Technology: Linguistic features of Facebook in Kenya. *Journal of Literature, Languages and Linguistics. (IISTE)* Vol 26, 30th September, 2016. www.iiste.org ISSN: 2422-8435.
- Irimba, F.M., Ndambuki, J. & **Mwithi, F. (2020)** Problematising Hateful Ethno-Political Rhetoric in Facebook and Twitter during 2017 General Elections in Kenya. *Editon Cons. Lit. Linguist.Stud.*, 3(1), 162-174 *Commun. Stud.*, 2(1), 138-150. Volume-03 Issue-01 September 2020. <https://www.editoncpublishing.org> ISSN: 2663-9297`
- **Mwithi, F.M.** (2020) Talking Visuals in Social Media: Linguistic Study of Facebook among a Selected Group of Kenyan Internet Users. *Editon Cons. J. Media Commun. Stud.*, 2(1), 138-150. DOI: 10.51317/ecjmcs.v2i1.191. Volume-02 Issue-02 December 2020. <https://www.editoncpublishing.org> ISSN: 2663-9300
- Irimba, F.M., Ndambuki,J. & **Mwithi, F. (2020)** A Forensic Interpretation of Hateful Micro-speech Acts and Performative Modality in Facebook and Twitter during 2017 Election- International Journal of Linguistics, Literatute and Translation *Editon Consortium Journal of Media and Communication Studies (ECJMCS)* Volume-03 Issue-01 September 2020. <https://www.editoncpublishing.org> ISSN: 2663-9297
- **Mwithi, F.M.** (2021) Social Grooming in Facebook: Linguistic Study of Facebook among a Selected Group of Kenyan Internet Users. *East African Scholars Journal of education, Humanities and Literature*. Volume-4 Issue-2 February, 2021. <https://www.easpublisher.com> ISSN: 2617-443X (Print) & ISSN:2617-7250 (Online)
- Inoti, L.G., Kirigia, E., & **Mwithi, F. M.** (2021) Impact of Education, Christianity and Modernity on Grief Processes Among Meru People. *African Journal of Language Research*. Vol-2 Issue-1 November 2021 www.ajlr.org ISSN 2790-0517

- Mbaka, N. K., Kirigia, E.K., & Mwithi, F. M. (2021) Gichuka Nominal Derivatives. *African Journal of Language Research*. Vol-2 Issue-November 2021 www.ajlr.org ISSN 2790-0517.
- **Mwithi, F. M.**, (2022) Examining the Social Media Discourse: Towards a Linguistic Study of Facebook Posts Among a Selected Group of Kenyan Internet Users. *Journal of Social Sciences, Education and Humanities (JSSEH)*Vol-1 NO.1 ISSN 2791-190X www.laikipia.ac.ke
- **Research Papers in progress**

Sn	Article title and journal	Year
1	Inoti, L.G., Kirigia, E., & Mwithi, F. M. (2022) Euphemism of Death among the Meru of Kenya	2022
2	Mwithi, F.M. , (2022) Indigenizing Facebook Language: Use of Local Languages in Facebook Communication Among a Selected Group of Kenyan Internet Users <ul style="list-style-type: none"> • (to be published by <i>Journal of Social Sciences, Education and Humanities</i> www.laikipia.ac.ke) 	2023

Project Supervision

Successful Thesis supervised to completion/Graduation

1. Joseph Patrick Kitur MDL31/25/19 Title: Literacy Practices in Multilingual Communities: A Study in Nandi County, Kenya. PhD Applied Linguistics of Laikipia University, (Dr. Eliud Kirigia & Dr. Florence Muthoni Mwithi) (2019)
2. Irimba Fredrick Meme MDL31/2341/15 Title: Hi-Tech Hate in the Online Narratives of Violence: A Forensic Linguistics Approach to Hate Speech in Facebook and Twitter in Kenya. PhD Applied Linguistics of Laikipia University. (Prof. Jacinta Ndambuki & Dr. Florence Muthoni Mwithi) (2021)
3. Macharia Daniel Maina MDL31/2384/15 Thesis Title: Incongruity-Resolution Mechanisms and Context in Unintentional Humour: A Linguistic Landscape Analysis of Translation Errors on Public Notices in Kenya. PhD Applied Linguistics of Laikipia University. (Prof. Wendo Nabea & Dr. Florence Muthoni Mwithi) 202

Thesis supervision – On Progress

1. Ondimu Jacqueline MDL31/2627/20 Thesis Title: Multimodality on Twitter Discourse: A Case of Kenyans on Twitter Community Hashtag Activism on Police Brutality. *PhD in Communication and Media of Laikipia University* (Prof. Felicia Yieke & Dr. Florence Muthoni Mwithi)
2. Oduor Juliet Otieno MDC37/2556/019 Thesis Title: Efficacy of a Transmedia Communication Strategy in Mitigating Substance Use Among Laikipia University Students in Kenya. *PhD in Communication and Media of Laikipia University*. (Prof. Felicia Yieke and Dr. Florence Muthoni Mwithi)
3. Nelly Karimi Mbaka MDL31/2551/19 Thesis Title: Gichuka Verbal and Nominal Derivatives. *PhD in Communication and Media of Laikipia University* (Prof. Eliud Kirigia & Dr. Florence Muthoni Mwithi)
4. Lucy Gakii Inoti MDL31/2525/18 Thesis Title: The Language of Bereavement and Grief among the Meru of Kenya. *PhD in Communication and Media of Laikipia University* (Prof. Eliud Kirigia & Dr. Florence Muthoni Mwithi)
5. Lucy Mugo Wangari MK22/2509/17 Thesis Title: Uhakiki na Uanaharakati wa Kijamii Katika Matini ya Muziki wa Genge Nchini Kenya. *MA Kiswahili na Mawasiliano of Laikipia University*. (Dr. Gwachi Mayaka & Dr. Florence Muthoni Mwithi)
6. Diana Wangari Kabiru MDL31/2602/19 Thesis Title: The Pragmatics of Insults in Kikuyu Language. *PhD in Communication and Media of Laikipia University* (Dr. Nelson Ndiritu & Dr. Florence Muthoni Mwithi)

Conferences Attended

1. 13-15 October 2013, World Social Science Forum, Montreal Canada. Presented paper: “Social Media Discourse. A Linguistic study of Facebook among a Selected Group of Kenyan Internet Users.”
2. 1st Annual International Conference. Laikipia University. Presented Findings of ongoing Phd Research, “Social Media Discourse. A Linguistic study of Facebook among a Selected Group of Kenyan Internet Users.”

Workshops & Seminars

- 5th May 2023, Training Workshop on CBC Implementation, Laikipia University
- 11th March 2022, Capacity Building Training on ERP For Academic Division, Laikipia University
- 2nd August - 26th August 2021, Pedal Online: Technology for Transformative Pedagogy, Egerton University, Moi university and ESSRAK