

DEPARTMENT OF LITERARY AND COMMUNICATION STUDIES



Name of Faculty/Staff: Felicia Yieke

Designation/Rank: Associate Professor

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Educational Background

- PhD (Applied Linguistics), University of Vienna, Austria, 2002
- Master of Philosophy (MPHIL) in English, Moi University, Kenya, 1996
- Bachelor of Education (Arts – Literature and English) (Upper Second) Kenyatta University, Kenya, 1984

Brief Auto-biography of the Faculty/Staff

Felicia Yieke is an Associate Professor in the department of Literary and Communication studies. Her area of specialization is in Applied Linguistics that includes Discourse Analysis and Sociolinguistics, especially in the fields of ethnicity and identity as well as gender and language. She also teaches Communication and ethics, Corporate communication, Communication in management and leadership, Academic writing, Research Methods and has special training in Human rights.

Selected Publications

1. Kariuki, G., **Yieke, F.**, & Nodoro, P.N. **(2016)** Graffiti on the Wall: High School Students in Kenya Communicating their Social Issues. *Journal of Applied Linguistics and Language Research (JALLR.)* Volume 3, Issue 6, 2016, pp. 160-174.
2. **Yieke, F. (2016)** Mainstreaming Gender in Literacy Materials for the Primary School Classroom in Kenya. *Journal of Education and Human Resources (JEDHURE)*, Egerton University. VOL 8, Issue 1, pp. 6-17. ISSN 1563-0188.

3. **Yieke, F. (2015)** Expanding Gender Spaces in a Democratic Developmental African Project. *Journal of Social Sciences, Education and Humanities (JSSEH)*, Volume 2, Issue 1. ISSN 2309-1010.
4. Ndonye, M., **Yieke, F.**, & Ogola, J. O. (2015) Ethnicity as Discursive Construct in Kenyan Television Comedy: Humorous Harm? *The Journal of Pan African Studies (JPAS)* Vol. 2, No. 8, pp. 44-60.
5. **Yieke, F.**, Chacha, B., & Nyakwaka, D (2014) The Bologna Process as Lessons on Quality Management of University Education in Kenya. *Egerton Journal of Humanities, Social Sciences and Education*. ISSN 1021-1128.
6. **Yieke, F. (2011)** Ethnicity and Development in Kenya: Lessons from the 2007 General Elections. *Kenya Studies Review*: 3, 3, 5-16. ISSN: 2150-5764.
7. Abudi Michael, **Yieke, F.**, & Kitetu, C. (2011) 'The Discursive Construction of Gender among Dholuo Speakers in Kenya'. In Danijela Majstorović and Inger Lassen (eds.) *Living with Patriarchy – Discursive Constructions of Gendered Subjects across Cultures*. Philadelphia/Amsterdam: John Benjamins. ISBN 978-90-272-0636-7, pp. 49 – 68.
8. **Yieke, F. (2011)** 'Promotion of Graduate Studies at Laikipia University College: A Kenyan Perspective'. In Peter Mayer, Marc Wilde, Abebe Dinku, Jutta Fedrowitz, Naomi L. Shitemi, Marijke Wahlers, Frank Ziegele (eds.) *Challenges for faculty management at African higher education institutions*. ISBN 978-3-934394-90-2, pp. 74 – 88.
9. **Yieke, F. (2010)** 'Discourse, Ethnic Identity and Violence in Kenya: The Case of the 2007 General Elections'. In Rudolf de Cillia, Helmut Gruber, Michał Krzyżanowski, Florian Menz (eds.) *Diskurs - Politik - Identität/ Discourse - Politics – Identity*. Tübingen, Germany: Stauffenburg Verlag. ISBN 978-3-86057-669-4, pp. 39 -447.
10. **Yieke, F. (2006)** 'Graffiti: Communication Avenues for Women in the Workplace'. In C. Creighton and **F. Yieke** (ed.) *Gender Inequalities in Kenya*. Paris: UNESCO Publications, pp. 49-57.
11. **Yieke, F. (2006)** 'Free Primary Education (FPE) in Kenya: Examining the Benefits, Challenges and Sustainability'. In Austrian Academy of Sciences (ed.) *A Critical Look at the Role of Research in Achieving the Millennium Development Goals*. Proceedings of the KEF - MDG+5 - Workshop, 29th November 2005, Vienna. ISBN13: 978-3-7001-3770-2, pp. 75-76.
12. **Yieke, F. (2005)** Towards Alternatives in Higher Education: The Benefits and Challenges of eLearning in Africa. *CODESRIA Bulletin, Special Issue*, No 4 & 5. September. ISSN 0850-8712, pp. 73-75.
13. **Yieke, F. (2005)** 'Language and the East African Parliament: National Identities, Gender Mainstreaming and the Re-invention of Regionalism'. In **F. Yieke** (ed.) *East Africa: In Search of National and Regional Renewal*. Dakar: CODESRIA Publications. ISBN: 2-86978-144-X, pp. 55-67.

Research Interest

Critical Discourse Analysis, Sociolinguistics, Gender, ethnicity and identity.