


Alupe University College Staff Profile

1. Name:	<p><i>Name :</i></p> <ul style="list-style-type: none"> • Toboso Mahero Bernard • Doctor, Kiswahili and other African Languages • Chair of Department, Language and Literature Education • School of Arts and Social Sciences
2. Passport photo:	
4. Biography:	<p>Dr. Toboso Mahero Bernard is a holder of PhD degree in Kiswahili and Other African Languages from Moi University. He is currently the Chair, Language and Literature Education Department. He is also the AUC Integrity Officer and Secretary to Corruption Prevention Committee; Chair School of Education Research Committee and ag Patron Theatre and Drama Club. He is an Editor, Mwanga wa Lugha Journal of Moi University. He is a member of Chama cha Kiswahili cha Kitaifa (CHAKITA)</p>
5. Academic Qualifications:	<p>PhD Thesis Title: <i>Mitindo ya Lugha ya Kidijitali katika Facebook.</i> Year of Award: 2016 Awarding Institution: Moi University</p> <p>Masters Thesis Title: <i>Uwingilugha katika Mawasiliano ya Kibiashara</i> Year of Award: 2012 Awarding Institution: Moi University</p>
6. Research Interests:	<p>His research interest areas include digital communication and Internet language, translation and interpretation, language barriers and theatre arts.</p>

7. Publications:

Journals and Book Chapters

- (i) **2019.** The Language Factor in the Attainment of Millennium Development Goals: The Case of Multilingual Sub-Saharan Africa. *Jarida la Kioo cha Lugha*. ISSN 0856-552X, e-ISSN2546-2210 pp 114-125
- (ii) **2019.** Mikakati ya Upishanaji na Unyakuzi wa Zamu katika Mawasiliano ya Facebook. *Jarida la Mwanga wa Lugha*. Juzuu 2 Na 1, Aprili 2018.
- (iii) **2018.** Ruwaza za matumizi ya lugha katika biashara: mfano wa mji wa Eldoret. Book chapter in *Lugha ya Kiswahili: utafiti na Maendeleo*. Edited by Prof Mwenda Mukuthuria and Dr Mark Kandagor. ISBN: 978 9976 5850 70 PP 68-89
- (iv) **2018.** Lugha za Kiafrika katika biashara: majukumu ya karne ya ishirini na moja. Book chapter in *Isimu na Fasihi ya lugha za Kiafrika*. Edited by Dr Leonard Chacha Mwita, Dr Maosol Kandagor and Dr Sheilla Ryanga. ISBN: 978-9966-1879-7-0. CHAPTER 6 pp 113-124.
- (v) **2018.** Translation and Interpretation Studies in Sustainable Development: Dealing with Linguistic Barriers in Medicare in Kenya. *International Journal of Research in Education and Social Sciences (IJRESS)* ISSN: 2617-4804 **1 (1) pp 31-36**, August 2018 www.oircjournals.org.
- (vi) **2018.** Mitindo ya Lugha Ibuka katika Mitandao ya Kijamii: Mfano wa Facebook. *MULIKA Journal*, published by University of Dar es Salaam. ISSN 0856-0129 Pp 157-175.
- (vii) **2018.** Graphological Foregrounding in S. A. Mohamed's Babu Alipofufuka. *International Journal of Innovative Research and Development (IJIRD)*. ISSN 2278 – 0211 (Online) Vol 7 Issue 8, August, 2018 pp 247-251.
- (viii) **2018.** Derivation of Toponyms: The Case of Abaluyia Place Names. Published by *The International Journal Of Humanities & Social Studies*. ISSN 2321 – 9203 Vol 6 Issue 8, August, 2018 pp 229-234.
- (ix) **2018.** A Logical Solution to Forced Circumcision: Fallacies and Truths in Circumcision Songs of the Bukusu of Western Kenya. Published by *International Journal of Science and Research (IJSR)* ISSN: 2319-7064 Volume 7 Issue 8, August 2018 pp 1403-1407.
- (x) **2015.** The Role of Facebook, Digital Language and Communication in Social Development. Published by *African Journal of Education, Science and Technology (AJEST)*, published by University of Eldoret and Anambra State University, Nigeria) ISSN 2309 – 9240 Vol 2, No. 2, pp 183-195, Jan 2015
- (xi) **2014.** African Languages in Business Communication in Eldoret Town: A Case of Languages Determined to Live.

Published by *International Multilingual Journal of Contemporary Research*. (Published by American Research Institute for Policy Development, ARIPD, USA). ISSN 2372 – 4846 Vol. 2, No. 4, pp 1-18, Dec 2014

- (xii) **2014.** The Effect of Linguistic Barriers on Business Entrepreneurship: The Case of Eldoret Town. Published by African Journal of Education, Science and Technology (AJEST, published by University of Eldoret and Anambra State University, Nigeria) ISSN 2309 – 9240 Vol, 1 No. 4, pp 205-212, July 2014.

International Conferences and Seminars Attended

- (i) **2019.** *Dhima ya Mazingira kwa Ukuaji wa Lugha.* Paper presented to The First Language Association of East Africa (LAEA) Conference at Moi University.
- (ii) **2019.** *Kiswahili katika Tamasha za Shule na VyoNchini Kenya.* Paper presented to Chama cha Kiswahili cha Kitaifa Conference at Karatina University.
- (iii) **2018.** *Gender Equality in Online Communication.* Paper presented to The Third Eldoret International Conference on Sustainable Development at The Catholic University of Eastern Africa.
- (iv) **2018.** *Usilahaishaji Lugha kama Tisho kwa Umoja wa Taifa.* Paper presented at The Conference by Chama cha Kiswahili cha Taifa (CHAKITA), at Moi University.
- (v) **2017.** *Lugha Mwiko na Athari zake katika Gumzo za Facebook.* Paper presented at The First Conference by East African Kiswahili Commission (EAC) in Zanzibar.
- (vi) **2017.** *Changamoto za Kutafiti kuhusu “Lugha Duni”:* Mfano wa Sheng Paper presented to Conference by Chama cha Kiswahili Afrika Mashariki (CHAKAMA) Conference. In Dodoma Tanzania.
- (vii) **2017.** *Lugha ya Kidijitali kama Lugha ya Kimazungumzo Andishi: Mfano wa Mawasiliano ya Facebook.* Paper presented to Chama cha Uendelezaji wa Kiswahili Duniani

	<p>(CHAUKIDU) Conference in Dar es Salaam, Tanzania, Dar Es salaam University.</p> <p>(viii) 2017. <i>Sababu za kutofautiana kwa mitindo ya lugha ya Kidijitali..</i> Paper presented to Chama cha Kiswahili cha Taifa CHAKITA conference in Kibabii, Kenya.</p> <p>(ix) 2016. <i>Mitindo ya lugha ya kidijitali katika facebook.</i> Paper presented to Chama cha Uendelezaji wa Kiswahili Duniani (CHAUKIDU) Conference in Nairobi.</p> <p>(x) 2016. Chama cha Kiswahili cha Taifa CHAKITA conference in Mombasa Kenya. Derivation of Toponyms: The Luyia Example.</p>
<p>8. Classes you teach:</p>	<p>Classes currently taught</p> <p>Third year: KIS 310 Prose Works in Kiswahili KIS 311 E Historical development of Kiswahili</p> <p>Second Year KIS 210 Theory and Analysis of Kiswahili Literature</p> <p>First Year KIS 110 Introduction to the Study of Kiswahili Language</p>
<p>9. Other relevant links:</p>	<p>ResearchGate</p>
<p>10. Official Contact Details:</p>	<p>Official Contact Details: Email: tobosomahero@gmail.com Tel: +254713058812 Twitter: @BernarMahero Facebook: Toboso Mahero Bernard</p>