

# **Curriculum Vitae**

**BELLO Semiu Musa**

HND (Mass Communication), B.A (Hons) (Mass Communication), Master's Degree (Media Resources Management), M.Sc (Mass Communication), PhD (Media and Communication)

## **Brief Resume**

A young, energetic, visionary academic and astute researcher in media and communication for eight productive years, Semiu is a self-motivated and enthusiastic media and communication teacher, trainer, researcher and scholar whose research interest covers health and development communication, media literacy, mass media and society, communication theories, mass media research, print journalism studies and public relations. I have graciously enjoyed a successive and non-stop academic sojourn of reading, writing and researching in mass communication leading to the award of five higher academic degrees from 1997 to 2015 in Nigeria and abroad.

With determination and strong vitality, I significantly proved my research ability and academic ingenuity during my PhD scholarship at the University of Canterbury, New Zealand when I made the record of the first candidate to complete a PhD thesis in two years in the Department of Media and Communication and the entire College of Arts. More importantly, within eight years of academic career, I have successfully published over thirty (30) publications in reputable national and international journals. I am currently serving as a member of the Editorial Board of two reputable international journals in Malaysia and India respectively.

My scholarship and research ability in media and communication was sharpened and consolidated under the tutelage of my PhD supervisor and advisor, Professor Linda Jean Kenix, who rigorously transferred onto me the training she received as a PhD Candidate under the renowned communication theorist, Professor Maxwell McCombs, the co-creator of Agenda Setting Theory. Today, therefore, I stand as a progeny of Professor Maxwell McCombs in communication scholarship.

## **My key skills**

- Considerable experience in teaching and research in media and communication
- Considerable experience in curriculum planning and development in media and communication
- Considerable experience in supervision of thesis at the undergraduate and postgraduate levels
- Considerable experience in reviewing articles for reputable journals
- Strong ability in networking, collaboration and team building
- Strong motivational skills and sound ability in mentoring younger colleagues
- Strong ability in organisational management to achieve organisational goal and objectives in the face of scarce resources
- Excellent communication skills and interpersonal interaction among colleagues and people in general

## PERSONAL PROFILE

Name: **BELLO Semiu Musa**  
Date and place of Birth: 23rd Feb, 1976  
Nationality: Nigerian  
State of Origin: Ogun  
Local Government Area: Sagamu  
Home Town: Sagamu  
Home Address: 1, Musa Aina Estate Ajegunle, Sagamu Ogun State  
Nigeria  
Postal Address: P.O. Box 1224 Sagamu, Ogun State Nigeria  
E-mail Address: [semiuolabello@gmail.com](mailto:semiuolabello@gmail.com)  
Phone No.: +2348030466019  
Gender: Male  
Marital Status: Married

## ACADEMIC QUALIFICATIONS

- |       |   |      |
|-------|---|------|
| i.    | Doctor of Philosophy (PhD), Media and Communication | 2015 |
| ii.   | Master of Science (M.Sc), Mass Communication        | 2012 |
| iii.  | Master in Media Resources Management (MMRM)         | 2010 |
| iv.   | Bachelor of Arts (B.A (Hons)), Mass Communication   | 2007 |
| v.    | Higher National Diploma (HND), Mass Communication   | 2003 |
| vi.   | National Diploma (ND), Mass Communication           | 2000 |
| vii.  | West African Secondary School Certificate           | 1994 |
| viii. | Primary School Leaving Certificate                  | 1988 |

## INSTITUTIONS ATTENDED

- |      |  |           |
|------|--|-----------|
| i.   | University of Canterbury, Christchurch New Zealand | 2013-2015 |
| ii.  | University of Lagos, Akoka, Nigeria                | 2008-2012 |
| iii. | University of Ibadan, Oyo State, Nigeria           | 2007-2010 |
| iv.  | Olabisi Onabanjo University, Ago Iwoye, Ogun State | 2004-2007 |

v.	Moshood Abiola Polytechnic Abeokuta, Ogun State	2000-2002
vi.	Moshood Abiola Polytechnic Abeokuta, Ogun State	1997-1999
vii.	Ofin High School Sagamu, Ogun State	1989-1994
viii.	Local Government Primary School 1 Ijagba Sagamu	1983-1988

## **MENTORSHIP HISTORY AND TRAININGS ACQUIRED**

### **My mentors and skills acquired from them**

- i. Professor Lai Oso (1997 till date). Academic and research training in mass communication, research skills and academic leadership and management training
- ii. Professor Linda Jean Kenix: (2013-2015). Academic and research training in media and communication, health communication, qualitative and quantitative analysis skills and general academic writing skills
- iii. Associate Professor Donald Matheson (2013-2015): Academic and research skills
- iv. Dr. Babak Bahardor (2014-2015). Training on Survey Research method and academic writing skills
- v. Professor Ahmed Adedeji (1997 till date). Health research capacity development, leadership/management skills and motivational skills
- vi. Professor Innocent Okoye (2008-2011). Academic writing and research capacity development
- vii. Professor Bolanle Akeredelu-Ale (2008-2012). Academic leadership training and management skills
- viii. Professor Sherifdeen Tella (2010 till date): Academic leadership training and management skills
- ix. Professor Bamidele Badejo (2013 till date): Academic leadership training and management skills

### **My mentees and skills provided**

- i. Emmanuel Ngozi (2016). Training on PhD proposal writing and general academic writing skills.
- ii. Khadijat Momodu-Aledoh (2015). Training on PhD proposal writing and general academic writing skills.

- iii. Muse Sulaiman (2015). Training on PhD proposal writing and general academic writing skills.
- iv. Jamiu Folarin (2000 till date): Academic orientation, scholarship training and academic collaboration, which resulted in his CGPA of 4.00 PhD Grade in his M.Sc (Mass Communication) in the Department of Mass Communication, University of Lagos, Nigeria and joint-authorship in a journal article.
- v. Aminat Adejola-Bello (2009-2014). Scholarship training and academic writing skills, which resulted in joint authorship of three journal articles.
- vi. Benjamin Adeoye (2014). PhD research assistanceship. Training on content analysis research method and general insights into academic research
- vii. Kemisola Abolarinwa (2013-2016). Academic orientation and reinstatement of studentship after initial exit or drop from the university in 200 level of mass communication studies. Kemisola later graduated in 2016 with CGPA of 4.28 (Second Class Upper Division).

## **CAREER HISTORY/WORK EXPERIENCE**

- i. Lecturer and Researcher: Olabisi Onabanjo University, Department of Mass Communication, Ago Iwoye, Ogun State, Nigeria 2012 till date  
Position Offered Lecturer 11  
Current Position: Lecturer 11
- ii. Assistant Lecturer: University of Canterbury, Department of Media and Communication 2015
- iii. Lecturer and Researcher: Department of Mass Communication, Crescent University, Abeokuta, Nigeria 2008-2012  
Position Offered Graduate Assistant  
Last Position Held: Lecturer 1
- iv. Lecturer and Researcher (Adjunct): Tai Solarin University of Education, Department of Sociological Studies, Mass Communication Unit: Adjunct Lecturer 2012-2013  
Position Offered/Last Position Held: Lecturer 1
- v. Lecturer and Researcher: International Institute of Journalism, Abeokuta Centre, (Affiliated to University of Maiduguri) (Postgraduate Class) 2009-2010

- vi. Lecturer and Researcher (Part Time): Department of Mass Communication, Moshood Abiola Polytechnic, Abeokuta Nigeria 2008- 2011
- vii. Teacher: Sagamu High School, Sagamu  
English Language, Literature in English and Oral English 2005- 2008
- viii. Lecturer: S-TEE Associates in Conjunction with OSU Consults 2004-2005  
Department of Mass Communication (Sagamu and Ijebu Ode Study Centres)
- ix. Community Secondary School Obeleagu Umana, Enugu State  
Ezeagu Local Government, Enugu State English Language Teacher  
(NYSC Place of Primary Assignment) 2003–2004
- x. Omolade Nur. and Primary School, Sagamu, Ogun State (Teacher) 1996-1997

## **AWARDS, GRANTS AND DISTINCTION**

- i. Federal Government of Nigeria Scholarship accessed through Olabisi Onabanjo University, Ago Iwoye: Tertiary Education Trust Fund (TETFund) for PhD Studies at the University of Canterbury Christchurch New Zealand. 2013
- ii. University of Canterbury Contestable Research Grant to attend the Annual Conference of International Association of Media and Communication Researchers (IAMCR) held in Hyderabad India. 2014
- iii. University of Canterbury Contestable Research Grant to attend the Annual Conference of Australia and New Zealand Communication Association (ANZCA) held in Queenstown New Zealand. 2015
- iv. University of Canterbury Contestable Research Grant to attend the Annual Conference of Journalism Education Association of New Zealand (JEANZ) held at Massey University, Wellington New Zealand. 2015

## **ADMINISTRATIVE FUNCTIONS AT THE UNIVERSITY LEVEL**

- i. Chairman, Departmental Seminar Committee, Department of Mass Communication, Olabisi Onabanjo University Ago Iwoye Nigeria: February 2016
- ii. Secretary: Departmental Board of Examiners, Department of Mass Communication, Olabisi Onabanjo University Ago Iwoye Nigeria: January 2016 till date

- iii. Member, Departmental Board of Examiners, Department of Mass Communication, Olabisi Onabanjo University Ago Iwoye Nigeria: 2012 till date
- iv. Member, Departmental Postgraduate Board, Department of Mass Communication, Olabisi Onabanjo University Ago Iwoye Nigeria: 2015 till date
- v. Member, Faculty Board of Examiners, Faculty of Social and Management Sciences, Olabisi Onabanjo University Ago Iwoye Nigeria 2012 till date
- vi. Editorial Adviser, *OOU Parrot Magazine: A Training Publication for Students of Mass Communication*, Olabisi Onabanjo University Ago Iwoye (2016 Edition).
- vii. Editorial Adviser, *Aiyekooto Newspaper: A Training Publication for Students of Mass Communication*, Olabisi Onabanjo University Ago Iwoye (2016 Edition).
- viii. Member, Final Year Project Coordination Committee, Department of Mass Communication, Olabisi Onabanjo University, Ago Iwoye, 2013.
- ix. Member, Departmental Institutional Registration Committee with Advertising Practitioner Council of Nigeria (APCON), 2013.
- x. Level Adviser, 2012/2013 Regular Students, Department of Mass Communication, Olabisi Onabanjo University, Ago Iwoye, 2013.
- xi. Level Adviser, 2009/2010 CESAP Students, Department of Mass Communication, Olabisi Onabanjo University, Ago Iwoye, 2012-2013.
- xii. Editorial Adviser, *OOU Parrot Magazine: A Training Publication for Students of Mass Communication*, Olabisi Onabanjo University Ago Iwoye (2013 Edition).
- xiii. Editorial Adviser, *Aiyekooto Newspaper: A Training Publication for Students of Mass Communication*, Olabisi Onabanjo University Ago Iwoye (2013 Edition).
- xiv. Secretary and Head of Logistics, Accreditation Committee, Department of Mass Communication, Crescent University Abeokuta, 2012. (Full Accreditation Granted by NUC).
- xv. Member, College Seminar Committee, College of Social and Management Sciences (COSMAS), Crescent University Abeokuta, 2009-2011.
- xvi. Member, Equipment Acquisition Committee, College of Social and Management Sciences (COSMAS), Crescent University Abeokuta, 2009.
- xvii. Students Industrial Work Experience Scheme (SIWES) Departmental Representative, Department of Mass Communication, Crescent University Abeokuta, 2009-2012.

- xviii. Editorial Adviser, *Crescent Voice Newspaper*, a Training Publication of the Department of Mass Communication, Crescent University Abeokuta, 2009 -2012.
- xix. Member, Publicity Committee, 2010 International Conference on Islamic Banking and Finance organised by Crescent University Abeokuta, 2010.
- xx. Conference Secretary , 2010 International Conference on Islamic Banking and Finance organized by Crescent University Abeokuta in March, 2010.
- xxi. Staff Adviser, Mass Communication Students Association, Crescent University Chapter, 2008-2012.

## **MEMBERSHIP AND REGISTRATION WITH ACADEMIC/PROFESSIONAL BODIES**

- i. Member, International Association for Media and Communication Researchers (**IAMCR**)
- ii. Member, Communication, Medicine and Ethics (**COMET**) Society
- iii. Member, African Council for Communication Education (**ACCE**)
- iv. Member, Society for Interdisciplinary Research (**SIR**), Nigeria
- v. Member, Nigerian Institute of Public Relations (**NIPR**)
- vi. Member, Nigeria Union of Journalists (**NUJ**)
- vii. Member, International Association of Environmental Communication (**IAEC**)
- viii. Member, Association of Communication Scholars and Professionals of Nigeria (**ACSPN**)
- ix. Member, Association for Education in Journalism and Mass Communication (**AEJMC**)

## **ACADEMIC PUBLICATIONS**

### **Theses/Dissertations:**

- i. Bello Semiu (2015): Newspaper Coverage of Health Issues in Nigeria: The Frequency of Reporting HIV/AIDS, Malaria and Polio and the Effect of Seeking Health Information on the Health Behaviours of Newspaper Readers. A PhD Thesis Submitted to the Department of Media and Communication, University of Canterbury Christchurch New Zealand.
- ii. Bello Semiu (2011): Evaluation of Health Programmes on Radio in Preventing and Reducing Malaria in Ogun State: A Case Study of Sagamu Local Government Area. An

M.Sc Dissertation Submitted to the Department of Mass Communication, University of Lagos, Akoka, Lagos, Nigeria, 2011.

- iii. Bello Semiu (2010): Evaluation of Newspaper as a Learning Resource for Secondary School Students: A Case Study of Secondary Schools in Sagamu Local Government Area. A Master Dissertation Submitted to Abadina Media Resources Centre, University of Ibadan, Ibadan, Nigeria, 2010.
- iv. Bello Semiu (2003): The Effect of Interpersonal Communication in Election Process: A Case Study of 2003 General Elections in Sagamu Local Government. A B.A Hons thesis submitted to the Department of Mass Communication, Olabisi Onabanjo University, Ago Iwoye, Nigeria, 2007.
- v. Bello Semiu (2002): September 11: The Role of Media in Propaganda War. An HND Project submitted to the Department of Mass Communication, Moshood Abiola Polytechnic, Abeokuta, Nigeria, 2002

#### **Monographs:**

- 1. Bello Semiu (2011). *Newspaper for Quality Education in Nigeria: Concepts, Trends & Values*. ISBN: 978-3-8473-1131-7, LAMBERT Academic Publishing, Germany. (Available on the internet, search by the title or Semiu Bello).
- 2. Bello Semiu (2011). *Radio and the Menace of Malaria in Africa: Alternate Means for Effective Prevention*. ISBN: 978-3-8473-1141-6, LAMBERT Academic Publishing, Germany. (Available on the internet, search by the title or Semiu Bello).

#### **Journal Articles:**

- 3. Bello Semiu (In press). Health communication research and newspaper coverage of health issues: A review. *Covenant Journal of Communication (CJOC)*.
- 4. Bello Semiu (2015). The Influence of the Global Health Campaigns on the Coverage of HIV/AIDS, Malaria and Polio in Nigerian Newspapers. *Journal of Media and Social Development*, Vol. 3, No. 4, Pp. 1-24.



5. Bello Semiu (2015). The General Challenges Involved in Health Reporting among Newspaper Health Reporters in Nigeria. *Malaysian Journal of Media Studies*, Vol. 17, No 1, Pp. 70-85.
6. Bello Semiu (2015). Advancement on Agenda Setting Theory: Interrelationship with Priming and Framing and Proper Application in Communication Research. *Journal of Media and Communication Research (JCMR)*, Vol. 7, No 2, Pp. 77-92.
7. Bello Semiu (2015) Health Reporting in Nigerian Newspapers: A Study. *Mass Communicator: International Journal of Media Studies*, Vol. 9, No 3, Pp. 4-15.
8. Bello Semiu. (2015) The Concept of Heath Communication, Converging Points and Key issues: Towards a More Informed Populace. *Journal of Media and Communication Review*, Vol. 1, No. 1, Pp. 1-26.
9. Bello Semiu (2014). Interrelationship of Health Communication and Health Literacy, Therapeutic Communication and other Related Concepts, *Journal of Media and Communication Research*, Vol. 6, No 2, Pp. 175-194.
10. Bello Semiu (2014). An assessment of Newspaper Coverage of Health Issues in Nigeria. *Covenant Journal of Communication (CJOC)*, Vol. 2, No. 2, Pp. 1-21.
11. **Bello Semiu**, Adejola Aminat, Adebimpe Peter (2013). Media Literacy and Audience Choice of Television Station: A Study of Television Viewers in Ogun State. *Journal of Media and Communication Research*, Vol. 5, No 2, Pp.115-138.
12. **Bello Semiu**, Adesemoye Steven (2013). The Instrumentality of the Media in Evolving and Sustaining Political Goodwill for Credible Governance in Nigeria. *New Media and Mass Communication*, Vol. 17. (2013), Pp. 70-78.
13. Bello Semiu (2013). The Dynamics of Interpersonal Communication System in Political Communication Campaign, *New Media and Mass Communication Journal*. Vol. 10 (2013), Pp. 33-39.

14. **Bello Semiu**, Adejola Aminat, Folarin Jamiu (2012). Unethical Practices Among Journalists and the Nigerian Public Sphere, *Online Journal of Communication and Media Technologies*, Vol.2, Issue 4, Pp. 205-224.
15. Lai Oso, **Bello Semiu** (2012). The Concept and Practice of Corporate Governance in Nigeria: The Need for Public Relations and Effective Corporate Communication, *Journal of Communication*, Vol. 3, No. 1, Pp. 1-16.
16. Bello Semiu (2012). Communicating Anti-Malaria Information through Radio. *Journal of Media and Aesthetics*, Special Issue (January 2012), Pp. 228-242.
17. Bello Semiu (2012). Impact Assessment of Western Films on Teenagers and the Question of Cultural Promotion in African Society, *Global Media Journal: Pakistan Edition*, Vol 4, No 2, Pp. 80-92.
18. **Bello Semiu**, Kasali Taofeek (2012). The Imperatives of Leadership Concept in Media Management. *International Journal of Research in Commerce, IT and Management*, No. 4, Vol. 2, No. 1, Pp. 36-40.
19. **Bello Semiu**, Adejola Aminat (2011). Social and Professional Implications of Brown Envelope Syndrome among Journalists in Abeokuta, Nigeria. *Journal of Media Studies*. Vol. 26, No. 2, Pp. 143-156.
20. Bello Semiu (2011). Western Films and the Personality Development of Teenagers in Nigeria, *Journal of Library Educational Media and Information Studies (JOLEMIS)*. Vol. 3, September 2011, Pp. 106-112.
21. Bello Semiu (2009). Promotion of Newspapers as Supplementary Teaching and Learning Resources for Quality Education, *Journal of Library Educational Media and Information Studies (JOLEMIS)*. Vol.1, No.1, Pp. 51-66.

### Chapter Contributions in Books:

22. Adejola Aminat, **Bello Semiu** (2014). Media Ownership and Objectivity: Issues Involved and the Future Direction. In Oso, L., Olatunji, R., & Owen-Ibie, N. (Eds), *Journalism and Media in Nigeria: Context, Issues and Practice*, Pp. 101-114. Canada University Press, Concord, Ontario, Canada.
23. Lai Oso, **Bello Semiu**. (2013). New Media, New Voices and the Democratic Process. In Ngu, J., Oso, L. & Soremekun, O. (Eds.), *Journalism, Gender and Democratic Governance in Nigeria*, Pp. 1-27. UNESCO, Nigeria.
24. Lai Oso, **Bello Semiu** (2012). Conceptualizing Media Audiences: Contextual and Contrasting Perspectives. In Tobechukwu, E. N., Naribo, N. S. & Sobowale, I (Eds.), *Critique and Application of Communication Theories*, Pp. 228-258. Covenant University Press, Nigeria.
25. Bello Semiu (2010). Communication and Cultural Promotion for Sustainable Development: The Challenges of Globalisation. In Wilson, D. (Ed.) *Perspectives on Communication and Culture*, Pp. 399-414. African Council for Communication Education (ACCE), Nigeria.
26. Bello Semiu (2009). Conceptual Analysis of News Writing Dynamics. In Bello, B. (Ed.) *Advocacy in Creative and Critical Media Presentation*, Pp. 183-199. Fem Ades Publishers, Abeokuta, Nigeria.
27. Bello Semiu (2009). Book Review: Conceptual Framework and a Practical Paradigm. In Bello, B. (Ed.) *Advocacy in Creative and Critical Media Presentation*, Pp. 200-217. Fem Ades Publishers, Abeokuta.

### Papers Published in Referred Conference Books of Proceedings:

28. Bello Semiu. (2015) Dissemination of Health Information by Nigerian Newspapers: A Correlation Analysis on the Health Behaviours of Newspaper Readers in Nigeria. *Rethinking Communication, Space and Identity: Australia and New Zealand Communication Association (ANZCA) 2015 Conference Book of Proceedings*. Pp. 1-17.

29. Bello Semiu, Adejola Aminat (2011). Empowering Nigerian Citizenry through Media Literacy, African Council for Communication Education (ACCE) 2011 Annual Conference Book of Proceedings, Pp. 233-242.
30. Bello Semiu (2009). The Role of Mass Media in Achieving Millennium Goals in Africa and the Question of Human Capital Exchange. Book of Proceedings, 2009 International Conference of the Society for Interdisciplinary Research (SIR), Pp. 17-22.

#### **Papers Submitted for Publication Consideration**

1. **Bello Semiu:** A Content Analysis of Newspaper Coverage of Malaria, HIV/AIDS and polio in relation to Northern Nigeria. *African Journal of Communication*
2. **Bello Semiu and Khadijah Aledeh:** Health communication history and strategies: A reflection on global context and towards an advocacy in Nigeria. *Babcock Journal of Mass Communication*

#### **Papers Presented at Conferences, Seminars and Workshops**

1. Bello Semiu (2015). Historical Development of Newspaper in Nigeria: A Reflection of the Present Day Newspaper Industry. Presented at 2015 Conference of Journalism Education Association of New Zealand (JEANZ) held between 17th and 18th December, 2015 at the Massey University, Wellington New Zealand.
2. Bello Semiu (2015). Dissemination of Health Information by Nigerian Newspapers: A Correlation Analysis on the Health Behaviours of Newspaper Readers in Nigeria. Presented at the 2015 Australian and New Zealand Communication Association (ANZCA) held at Rydges Hotel and Resort, Queenstown New Zealand on the 7th- 10th July, 2015.
3. Bello Semiu (2015). Newspaper Coverage of Health Issues in Nigeria: An Assessment of the Challenges Involved and the Influence of Global Health Campaigns. Presented at **Brownbag**, a research and seminar platform in the School of Language, Social and Political Sciences, University of Canterbury, New Zealand on 11th March, 2015.

4. Bello Semiu (2015). Newspaper Coverage of Health Issues in Nigeria: A Triangular Approach. Presented at **Research Chat**, a research and seminar Platform in the Department of Media and Communication, School of Language, Social and Political Sciences, University of Canterbury, New Zealand on the 10th March, 2015.
5. Bello Semiu (2014). Interrelationship between Health Communication, Health Literacy, Therapeutic Communication and Other Related Concepts at the 2014 Conference of the International Association of Media and Communication Researchers (IAMCR) held at the Hyderabad International Convention Centre between 15th and 19th July, 2014.
6. Bello Semiu (2013). Health, Health Reporting and Nigerian Newspaper. Presented at **Brownbag**, a research and seminar platform in the School of Language, Social and Political Sciences, University of Canterbury, New Zealand on 4th February, 2014.
7. **Bello Semiu**, Adejola Aminat (2011). Empowering Nigerian Citizenry through Media Literacy, Presented at the 2011 Annual Conference of African Council for Communication Education (ACCE) held at Covenant University on 20th-22nd September, 2011.
8. **Bello Semiu**, Adejola Aminat (2011). Media Ownership and Objectivity: Issues Involved and the Future Direction, Presented at the 2<sup>nd</sup> Idowu Sobowale Conference hosted by the Department of Mass Communication, Caleb University, Imota-Lagos, Nigeria held on 10th to 13th May, 2011.
9. Bello Semiu: (2011). Communicating Health Information and Programmes Through Radio in Preventing and Reducing Malaria Attacks in Nigeria: A Study of Sagamu Community of Ogun State, Presented at the Professor Des Wilson Conference on Communication, held on the 17th and 18th March, 2011 at the University of Uyo, Nigeria.
10. **Bello Semiu**, Adejola Aminat (2010). Social and Professional Implications of Brown Envelope Syndrome among Journalists in Abeokuta, Nigeria. Presented at the 2010 African Council for Communication Education (ACCE) Annual Conference, Nigerian Chapter, held on October 12-14, 2010 at America University of Nigeria, Adamawa, Nigeria.

11. Bello Semiu (2009). The Role of Mass Media in Achieving Millennium Goals in Africa and the Question of Human Capital Exchange. Presented at the 2009 International Conference of the Society for Interdisciplinary Research (SIR).

### **CONFERENCES, SEMINARS AND WORKSHOPS ATTENDED**

1. Second Edition of History Series organised by the Association of Communication Scholars and Professional of Nigeria (ACSPN) held at Biodun Shobanjo Centre of Excellence in Multimedia & Cinematography Building, Department of Mass Communication, University of Lagos, Akoka Nigeria on Thursday 19th May, 2015.
2. The 2015 Conference of Journalism Education Association of New Zealand (JEANZ) held between 17th and 18th December, 2015 at the Massey University, Wellington New Zealand.
3. The 2015 Australian and New Zealand Communication Association (ANZCA) held at Rydges Hotel and Resort, Queenstown New Zealand on the 7th- 10th July, 2015.
4. The 2014 Conference of the International Association of Media and Communication Researchers (IAMCR) held at the Hyderabad International Convention Centre between 15th and 19th July, 2014.
5. Inaugural Conference of the Association of Communication Scholars and Professionals of Nigeria (ACSPN) held at Reiz Continental Hotel Abuja Nigeria between 3rd and 4th September, 2014.
6. The 2<sup>nd</sup> Ebenezer Soola Conference on Communication, organised by the Department of Communication and Language Arts, University of Ibadan, Nigeria. April 2013.
7. Research and Publishing Skills Enhancement Workshop organized by Department of Communication and Language Arts, University of Ibadan, May 2012.
8. The 14<sup>th</sup> Annual Conference of African Council for Communication Education held at Covenant University Ota Ogun State on 20th-22nd September, 2011.
9. The 4<sup>th</sup> Society for Interdisciplinary Research (SIR) Conference on Multidisciplinary Research and Global Development held on the 22nd- 24th, June, 2011 at Fountain University Oshogbo, Nigeria.

10. The 2<sup>nd</sup> Idowu Sobowale Conference hosted by the Department of Mass Communication, Caleb University, Imota-Lagos, Nigeria on the 10th and 13th May, 2011.
11. International Conference on Islamic Banking and Finance organised by Crescent University Abeokuta in March, 2010.
12. International Conference organized by the African Council for Communication Education (ACCE) held at the University of Ghana, Legon, Accra, Ghana on the 11th – 13th August, 2009.
13. The 2009 International Conference organized by Society for Interdisciplinary Research (SIR) held at Federal Institute of Industrial Research Oshodi (FIIRO) Lagos, Nigeria, in June 2009.
14. Seminar on On-line SIWES Training organized by Industrial Training Fund (ITF), held in Jos, Nigeria, in July 2009.
15. Mandatory Continuing Professional Development (MCPD), organised by Nigerian Institute of Public Relations (NIPR), in September, 2008.

## **AREAS OF RESEARCH INTEREST**

- Print Journalism
- Health and Development Communication
- Mass Media Studies and Society
- Mass Media Research
- Communication Theories
- Media Literacy
- Public Relations

## **KEY RESEARCH METHODOLOGIES**

- Content Analysis (Quantitative and Qualitative)
- In-depth Interview
- Survey
- Theoretical and qualitative analysis

## **COURSES TAUGHT SO FAR**

MAS 101	Introduction to Mass Communication
MAS 102	African Communication Systems
MAS 106	Introduction to Public Relations
MAS 108	Introduction to Advertising
MAS 203	News Writing and Reporting
MAS 204	Media Relations
MAS 204	Editing and Graphics of Communication
MAS 205	Introduction to Photojournalism
MAS 208	Mass Media Research
MAS 210	Communication Theories
MAS 302	Investigative and Interpretative Journalism
MAS 304	Communication and Society
MAS 305	Newspaper and Magazine Production
MAS 316	Reporting Religion
MAS 316	Ethics and Public Relations
MAS 317	Practical Newspaper Production
MAS 321	Advertising Campaign Planning
MAS 405	Mass Media Law and Ethics
MAS 412	Advertising Organisation and Management
MAS 415	Media Organisation and Management
MAS 409	Editorial Writing
MAS 410	Public Relations in Practice
MAS 407	Special Topics in Public Relations
MAS 411	Public Relations Case Studies
MAS 417	Special Topics in Public Relations
MAS 417	Advertising and High Information Technology
MAS 701	Foundations of Public Relations



## OTHER ACADEMIC ASSIGNMENTS OUTSIDE THE UNIVERSITY

- i. **Member/Reviewer**, Peer Review Panel: *Malaysian Journal of Media Studies*  
2015 till date

Task: Reviewing articles submitted for publication consideration in *Malaysian Journal of Media Studies*.

- ii. **Member of Editorial Board**, World Journal of Social Science  
(<http://www.sciedu.ca/journal/index.php/wjss/about/editorialTeam>) 2016 - 2018

Task: Reviewing articles submitted for publication consideration in World Journal of Social Science.

## COMMUNITY DEVELOPMENT ACTIVITIES

- i. Vice President: 2013-2015: University of Canterbury Muslim Students Association (UCMUSA) Christchurch, New Zealand.
- ii. President: 2009-2013: Greatways Empowerment Club- An economic and poverty alleviation club based in Sagamu, Ogun State, Nigeria.
- iii. Secretary: 2012 till date; Board of Trustees (BOT): Greatways Empowerment Club- An economic and poverty alleviation club based in Sagamu, Ogun State, Nigeria.
- iv. Assistant General Secretary: 2010-2012: Parents Teachers' Association (PTA), Onigegara Group of Schools, Isara Remo, Ogun State Nigeria.
- v. Head, Media and Publicity: 2009-2011, Remo Ambassadors- A Community-Based Development Organisation, Ogun State Nigeria.
- vi. General Secretary: 2008-2010: Muslim Students Society of Nigeria, Ogun State Area Unit, Nigeria.
- vii. General Secretary: 1998-2008: Muslim Students Society of Nigeria, Remo Area Council, Ogun State Nigeria.

## **REFEREES**

### **Prof. Lai Oso**

Adebola Adegunwa School of Communication  
Lagos State University,  
Lagos State,  
Nigeria.  
+2348033469696  
[laioso@ymail.com](mailto:laioso@ymail.com)

### **Prof. Linda Jean Kenix**

The Head  
Department of Media and Communication  
University of Canterbury  
Christchurch New Zealand  
+64 3 364 2987  
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### **Prof. Adedeji Ahmed A.**

Assistant Deputy Vice Chancellor,  
Kampala International University,  
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