

CURRICULUM VITAE

ONI, Babatunde Olagoke, PhD, anipr, arpa, mascpn, macce

Associate Professor, Mass Communication

- i. Sex: Male
- ii. Local Govt. Area: Abeokuta North
- iii. State of Origin: Ogun State
- iv. Nationality: Nigerian
- v. Postal Address: P.O. Box 1343 Ijebu Ode
- vi. Cell Phone Number: 08055266951
- vii. E-mail Address: booni@mtu.edu.ng
olagoke_oni@yahoo.com
- viii. Marital Status: Married

- ix. Higher Institutions Attended (with dates): Peoples Friendship University of Russia, Moscow, Russian Federation (1996 - 2001)
- x. Academic Qualification (with dates):
*PhD (Social Philosophy) Mass Communication in Risk Society (2001);
MA (Electronic Media Journalism) 1998; BA (International Journalism) 1996*
- xi. Professional Qualification (with dates):
*Associate Member, Nigeria Institute of Public Relations, ANIPR (2006).
Associate Registered Practitioner of Advertising, ARPA (2006).*
- xii. Honours and Distinctions:
 1. *Excellence Award* for Second Position in the Competition of First Degree Theses in the Department of Journalism, Faculty of History and Philology, People's Friendship University of Russia – 1996.
 2. *Excellence Award* for Active Work in the Structures of Students' Self Government of the Russian Peoples' Friendship University of Russia – 1997
 3. *Excellence Award* for Academic Excellence and Participation in Research Works in the People's Friendship University of Russia – 1998
 4. *Outstanding Leadership Award. OOU, Mass Communication Students Association. 2006*
 5. *Outstanding Leadership Award. South West Excellence Awards. 2018*
- xiii. Previous Employment:
2001-2002:
Customer Relations and Data Entry and Analysis Officer
Benny Hinn Ministries Ltd. London, UK.
(Duties include data entry and customer service operations.)

1999-2001:
Research Assistant in Media Studies, Linguistic and Social Studies.

*People's Friendship University of Russia,
Moscow, Russian Federation*

1998-2001:

Copy Editor/Translator

WPS Media Monitoring Agency, Moscow, Russian Federation.

(Duties include Copy editing, Translating, Stylizing, etc.)

June 1998-August 1998:

Public Relations officer

Artline Advertising Agency, Moscow Russian Federation.

(Duties include customer/client service operations, general office administration, advert placement for corporate and private clients, representing company at events etc.)

Work Experience in Universities

1. Olabisi Onabanjo University, Ago-Iwoye, Ogun State

Lecturer, Mass Communication: 2003 – 2010

2. Redeemer's University, Mowe, Ogun State

Lecturer, Mass Communication: 2010 -2017

3. Mountain Top University, Ibafo, Ogun State.

Lecturer, Mass Communication: 2017 till date

xiv. Present Employment:

Lecturer, Mass Communication, Mountain Top University, Ibafo, Ogun State. Nigeria.

xv. Research Interests or Commissioned Projects Completed (starting with latest) in progress (list)

1. The dynamics and nature of mass communication under changing social, political, economic and technological factors:

- *Research focuses on the changing nature of production, dissemination and use of communication contents under changing technological environment.*

2. Television and digital media presentations/representations and societal values:

- *This research focuses on the contributions of Television and other digital media to social perception of what is beautiful and acceptable and what is not in the context of social values.*

3. Digital Humanities as a new direction in the study of societal interaction with communication technology and other technologies:

- *This research investigates the interaction between humans and new digital technologies during the course of the former's creation of new way and means of problem solving.*

4. Liberation Technologies:

- *Information and Communication Technologies (ICT) as tools of economic, political and healthcare liberation among populations across the world.*
- *ICT in parliamentary democracy and development*

5. Television, Soft Power and Public Diplomacy:

Use of satellite television as a tool of public diplomacy in China and other countries.

xvi. Publications:

Published Referred Conference Proceedings:

1. **Oni, Babatunde O.** (2000) Role of Mass Media in the Formation of Nigerian Cultural Identity, in East-West Dialog of Civilizations, Moscow, RPFU.
2. **Oni Babatunde O.** (2009) Postmodern “Crisis” Of Culture In Music Videos, A paper presented at the Idowu Sobowale Communication Conference, OOU, Ago-Iwoye, March, 2009.
3. **Oni, Babatunde Olagoke** (2011) Regimes, Cultures And Reactions To Unsanctioned Public Access To Government Information, A paper presented at the International Conference on Topical Problems of World Journalism, Peoples’ Friendship University, Moscow, Russian Federation, April 14, 2011.
4. **Oni, Babatunde** (2012) Discourse and Public Political Communication: A Semiotic View on Islamic Banking Communication in Nigeria, a paper presented at the 3rd International Conference on Management of Social Innovations, Practice, Problems and Perspectives. Moscow, Russian Federation, October 2012.
5. **Oni, Babatunde** (2013) Knowledge Economy, Technology and Alleviation of Human Conditions. How Application of Communication Technology Creates Virtual Knowledge Togetherness Among Nations, A paper presented at the 4th International Conference on Management of Social Innovations, Practice, Problems and Perspectives. People’s Friendship University, Moscow, Russian Federation. October 31, 2013.

Chapter(s) in Books:

6. **Oni, B. O.,** and Oloyede, I.B. (2011) Politeness and Impoliteness in Online Comments by Newspaper Readers. In Abikoye G.E., Bankole, A.O. & Sholarin M. A. (Eds.), Contemporary Issues in Nigeria: Social-Scientific Perspectives. Lagos: Legal text Publishing Ltd.
7. **Oni Babatunde O.** and Oloyede I.B. (2014) Impoliteness in Pragmatism: Face Threatening Acts in Online Posts by Internet Newspaper Readers in Nigeria In Oso, L., Olatunji, R. & Owens-Ibie, N. (Eds.) Journalism and Media in Nigeria: Context, Issues and Practice. Concord, Ontario: Canada University Press.

8. **Oni, Babatunde O.** (2019), Application of ICTs to Parliamentary Operations and National Development In Udodo, A.J., Bashir, A.S. & Batta, H.E. (Eds.), Development Communication in Contemporary Nigeria: A Festschrift of Professor Clifford Ashong Ashong, Uyo: Department of Communication Arts. University of Uyo.
9. Anaeto, Solomon G. and **Oni, Babatunde O.** (2018). Corporate Social Responsibility and Sustainable Economic Growth for Nigeria In Asemah, E. and Popoola, M. (Eds.) Corporate Social Responsibility and Sustainable Development in a Changing World. Ilshah-Remo: Babcock University Press.
10. **Oni, Babatunde Olagoke** (2020) Media Literacy: Navigating The Perilous Labyrinth of a Media Saturated Society. In Essential Readings in Communication and Media Studies. Oloyede I.B. & Oni, B.O. (Eds). Ibadan: Stirling-Horden

Journal Articles:

11. **Oni, Babatunde** (2005) Risk Society and Power Locations in Communicative Discourse, *Journal of Communication and Society*, Vol. 1, No. 1, OOU, Dept. of Mass Comm.
12. **Oni, Babatunde** (2007) The Russian Mass Media In The Reform Period of The 1990s and Beyond, *Journal of Communication and Society*, Vol. 2, N1, OOU, Dept. of Mass Comm.
13. Anaeto, S.G., **Oni, Babatunde O.** (2012). The Internet in Religious Communication, *International Journal of Social Science and Humanities Review*, Vol 3. N1, 2012. pp. 125-130
14. **Oni B. O.**, Oloyede I. B., Ifeduba E. (2013) Contemporary Christian Organizations in the Development of Mass Communication in Nigeria: An Exploratory Study, *Journal of New Media and Mass Communication*, IISTE, New York. Vol. 16, 2013. pp. 9-16
15. **Oni B. O.** (2000) Nigerian University. Silence in the Storm, *University*, N1, Moscow. RPFU. pp. 25-29
16. **Oni, B.O.**, (2013) Postmodern Culture and its Reflection in Nigerian Music Videos, OYE: Ogun Journal of Arts, Vol. 19, June. pp. 41-55.
17. **Oni, Babatunde Olagoke** (2014) Online Communities and Protest Actions. The Social Meaningfulness of the Internet as Tool for Policy Criticism. *Bulletin of the Peoples' Friendship University of Russia. Scientific Journal Series. No 3, 2014, pp.72-83*
18. Oloyede, I. B., **Oni, B. O.**, Adefemi, V. O. (2015) Religion and Media in a Plural Society. The Nigerian Experience. *Bulletin of the Peoples'*

Friendship University of Russia. Scientific Journal Series. No 3, 2015, pp.65-79.

19. **Oni, B. O.** (2016). Risk Communication and Balance of Influence: Asymmetries in Communicative, Informational and Risk Roles in the Ebola Crisis in Nigeria, *Caleb Journal of Social and Management Sciences*. Vol 1 No 2, 2015/Vol 2 No 1, 2016. pp. 100-122
20. **Oni, Babatunde O.,** Oloyede Bayo I., Adefemi, Oluwole V. (2017). Chinese Soft Power and CCTV: Between Exposure to Television Content and Awareness of Chinese Effort at Public Diplomacy in Nigeria. *EBSU Journal of Mass Communication*. Vol. 4. N1. pp. 79-88.
21. **Oni, Babatunde O.** and Fasanmi, **O. T.** (2018). Reading the Media as they Read you: The Imperative of Including Media Literacy in General Studies Programmes in Tertiary Education, *Journal of Specialized and Professional Education (TASUED JOSPED)*, Vol.2, N2. pp. 117-130.
22. **Oni, Babatunde O.** and Ologbo Oghenetega O, (2018) Readers' Perception of the Effects of Security Reportage in Nigerian Newspapers. *Mountain Top University Journal of Humanities, Management and Social Sciences (MTU-JHUMASS)*, Vol. 1, N2. pp. 239-270
23. **Oni, Babatunde O.** (2020) Salient Issues and Trends in Out of Home Advertising Practice and Regulation: A Diffusion of Innovation from Lagos. *Mountain Top University Journal of Entrepreneurship and Sustainable Development*. Vol. 2, N1. pp. 67-74.

Edited Books:

24. Oloyede, I. Bayo & **Oni, Babatunde O.** (Eds.) (2020) Essential Readings in Communication and Media Studies. Ibadan: Stirling-Horden

Articles/Paper(s) Accepted For Publication:

25. Anaeto, Solomon G. & **Oni, Babatunde O.** (Forthcoming) "Science Literacy for the Sustainable Development of Africa" in "Humanizing Science: Science Communication and Development in Africa." Institute for Development Communication, Nasarawa State University, Keffi.

Paper(s) Under Review:

1. **Oni, Babatunde O.** and Anaeto, S.G. (forthcoming) *The Mass Media and Social Responsibility Theory: Matters Arising.*

2. **Oni, Babatunde O. and Lamina P. (Forthcoming)** *Newspaper Coverage of The Boko Haram Terror Campaign In Nigeria: A Content Analysis Of Selected National Newspapers Pre and Post 2015 General Elections.*

xvii. Major Conferences and Workshop attended with papers presented:

1. **Oni, Babatunde** (2019). Promoting National Interest through Media. Assessing the Visibility of Russia Today (RT) Broadcasting Channel among a Selected Nigerian Audience. A paper presented at the ACSPN 2019 conference held in Abeokuta, Ogun State, Nigeria.
2. Capacity Building Retreat for Senior Officers. Module Two. Mountain Top University. October 17- 19, 2019.
3. **Oni, B.O.** and Aneto S.G. (2019) Science Literacy for the Sustainable Development of Africa. A paper submitted to the 2nd International Conference on Science Communication and Development in Africa. 17-19th October , 2019, Abuja. Nigeria.
4. Capacity Building Retreat for Senior Officers. Mountain Top University. October 1- 3, 2018.
5. Advanced Digital Appreciation Programme for tertiary Institutions SPSS. August 13-17, 2018.
6. **Oni, Babatunde O.** (2017). Reading the Media That Read You: The Imperative of Including Media Literacy in General Studies Education, A paper presented at the National Conference on Current Trends in General Studies Programme, Redeemer's University, Ede, Osun State, May 30-31 2017.
7. **Oni, Babatunde O.** and Ologbo, O. O. (2016). Perception of Newspaper Reportage of Security Related Issues: A Study Of Redeemer's University Staff, A Paper Presented at the Soola Conference on Communication, University of Ibadan, September 27- 30, 2016.
8. **Oni, Babatunde** (2015) Risk Communication and Balance of Influence: How Asymmetries in Communicative, Informational and Risk Roles Played Out in the Ebola Virus Crisis Situation in Nigeria, A paper presented at the 2nd Annual Conference of the Association of Communication Scholars and Professionals. Conference Hall, African Sun Amber Residence, GRA Ikeja, Lagos, 2-3, September, 2015.
9. **Oni, Babatunde O., Oloyede, I. Bayo and Adefemi Oluwole V.** (2015), Chinese Soft Power and CCTV: Between Exposure to Television Content and Awareness of Chinese interest in Nigeria, A paper presented at the 3rd Idowu Sobowale International Conference, Covenant University, Ota. 27-28, October, 2015.
10. **Oni, Babatunde** (2013) Online Media Communities: Using Digital Media Channels to Voice Protests and Policy Criticisms in Nigeria, A paper presented at the 2nd Ebenezer Soola Conference on Communication. University of Ibadan, Ibadan Oyo State, April 18-19, 2013.

11. **Oni, Babatunde** (2013) Knowledge Economy, Technology and Alleviation of Human Conditions. How Application of Communication Technology Creates Virtual Knowledge Togetherness Among Nations. A paper presented at the 4th International Conference on Management of Social Innovations, Practice, Problems and Perspectives. People's Friendship University, Moscow, Russian Federation. October 31, 2013.
12. **Oni, Babatunde Olagoke** (2012) Journalism Training and Technology: The Problem of Infrastructural Deprivation. A paper presented at the International Conference of Media Educators, Babcock University, Ilisan-Remo, Ogun State, May 2-4, 2012.
13. **Oni, Babatunde** (2012) Discourse and Public Political Communication: A Semiotic View on Islamic Banking Communication in Nigeria, a paper presented at the 3rd International Conference on Management of Social Innovations, Practice, Problems and Perspectives. Moscow, Russian Federation, October 2012.
14. **Oni, Babatunde Olagoke** (2011) Regimes, Cultures And Reactions To Unsanctioned Public Access To Government Information. A paper presented at the International Conference on Topical Problems of World Journalism, Peoples' Friendship University, Moscow, Russian Federation, April 14, 2011.
15. **Oni, B. O. & Oloyede, I. B.** (2011), Politeness and Impoliteness in Online Comments by Newspaper Readers, A Paper Presented at the 2nd Idowu Sobowale Conference on Communication, Caleb University, Lagos, May 12-15, 2011
16. **Oni B. O.** (2010) Understanding and getting the best from ICT and New Media for Maximum Productivity, A paper presented at the Course 3 of the Strategic, Speech Report and Memo Writing course organized by the VDG International Ltd. Sept 13-16, 2010.
17. **Oni B. O.** (2010) Internet Sites in Political Information Dissemination, Reception and Usage, A paper presented at the ACCE Annual Conference in The American University of Nigeria, Yola, Adamawa State. October, 2010.
18. **Oni B. O.** (2009) Postmodern "Crisis" Of Culture in Music Videos, A paper presented at the Idowu Sobowale Communication Conference, OOU, Ago-Iwoye, March, 2009.
19. **Oni, B. O.** (2008) The Niger Delta Issue. A risk communication approach to the discourse. A paper presented at the ACCE annual conference in DELSU, Delta State. Nigeria August, 2008.
20. **Oni, Babatunde** (2005). A Heuristic of Local Risk Behaviour: A Functional Approach. A paper presented at the International Conference on Human Development, Covenant University, Ota, Ogun State. June, 2005.
21. **Oni, B. O.** (2000) Role of mass media in the formation of Nigerian Cultural Identity, in East-West Dialog of Civilizations, Moscow, RPFU.

xviii. Details of Administrative Experience:

Mountain Top University:

- Member, University Governing Council, January 15th 2018 –till date
- Ag. Head, Department of Mass Communication, August 2017-till date
- Member, Senate Business Committee, May 2018 – till date
- Member, University ICT Committee, January 10th 2019 – till date
- Member, University Programmes Development Committee, July 2019 – till date

Olabisi Onabanjo University:

- 1. Coordinator: Department of Mass Communication, Olabisi Onabanjo University June 2009 – August 2010
- 2. Coordinator: Postgraduate Diploma in Public Relations, 2003 - 2009
- 3. Secretary, Editorial Board: *OYE: Ogun Journal of Arts*, Faculty of Arts, 2004- 2010
- 4. Member: Faculty ICT Committee, Faculty of Arts, 2004 - 2009
- 5. Editor: Journal of Communication and Society, Department of Mass Communication, 2005 - 2010
- 6. Assistant Coordinator CESAP, Degree Programme 2003 - 2009
- 7. Member: Faculty Postgraduate Committee, 2004 - 2010
- 8. Member: CESAP, Coordinators' Committee, 2004 – 2010
- 9. Member: Departmental Language Curriculum Development Committee 2005- 2009

Redeemer's University:

- 1. Acting Head of Department, Mass Communication
- 2. Sub-dean, College of Postgraduate Studies
- 3. Chairman, Publicity and Public Relations Sub-Committee of the University Ceremonials Committee
- 4. Member, College Research Grants and Staff Development Committee
- 5. Member, University Retreat Planning Committee
- 6. Member, University Ceremonials Committee
- 7. College Representative on RUN Consult Diploma Admission Committee
- 8. Member, Sub-Committee on Harmonization of Academic Programmes
- 9. Member, College Committee on Splitting of the College of Management Sciences
- 10. Member, Redeemer's University Cooperative Society Caretaker Committee
- 11. Member, Sub-Committee of Senate on Inaugural Lecture
- 12. Member, University Quality Assurance Team

xix. Teaching Experience:

Mountain Top University, August 2017 till date.

Courses Taught include:

- MCM 105 – Word Processing
- MCM 101 – Introduction to Mass Communication
- MCM 103 – Writing for the Mass Media
- MCM 201 – News Writing and reporting
- MCM 208 – Photo journalism
- MCM 212 – Multimedia Production

Redeemer's University, September 2010 – August 2017

Courses Taught include:

Undergraduate Programme:

- MCM 105 – Word Processing (C) H
- MCM 311 – Photo Editing (E) H
- MCM 301 – International Communication (C) H
- MCM 419 – International PRAD (C) H
- MCM 421 – Organization and Management of PRAD (C) H
- MCM 318 – International Broadcasting (E) R
- MCM 218 – Fundamentals of Media Relations (C) R
- MCM 222 – Media Planning in PRAD (C) R
- MCM 318 – International Broadcasting (E) R
- MCM 420 – Economic and Social Issues in PRAD (E) R

Postgraduate Programme:

- MCM 805 – Bibliography of Mass Communication (3C)
- MCM 806 – Quantitative Research Methods (3C)
- MCM 838 - Environment of Public Relations (3E)
- MCM 801 – Communication Theories (3C)

Olabisi Onabanjo University January 2003 – August 2010

Postgraduate Programme:

- PGR 702 Fundamentals of PR
- PGR 718 Computer Programming in PR
- PGR 708 Advanced Industrial Psychology and Sociology
- PGR 716 PR Media and Methods
- MAS 808 Computer Application in Communication

Undergraduate Programme:

- MAS 402 Integrated Marketing Communication (3)
- MAS 315 Oral and Written Communication in PR (3)
- MAS 315 Oral and Written Communication in PR (3)
- MAS 308 Mass Media Technology II (3)
- MAS 205 Introduction to Photojournalism (2)
- MAS 103 Mass Media Technology I (2)

xx. Postgraduate supervision:

1. Boye, Oluwaseun A. (NOU110844960) “An evaluation of Risk Communication Strategies in Primary Healthcare Programmes in Nigeria. A Case Study of Ogun State Primary Healthcare Board”. (Dec. 2013).

xxi. Service to the community (with status and date)

1. Resource person at Course 3 of Strategic Speech, Report and Memo Writing Course organized by VDG International Ltd at the Staff Development Center, Oke-Ilewo, Abeokuta, September 13-16, 2010.

2. Master's degree thesis supervision, Nigeria Open University (NOUN), 2013.
3. Resource person at the induction training of newly elected members of the Bayelsa State House of Assembly, May, 2015
4. Resource person/facilitator at the 2015 Symposium of the Association of Veteran Journalists of Osun State, December 2015.

xxii. Extracurricular Activities:

1. Volunteer at the Electronics Department, RCCG Camp from 2011 till date
2. Head of Media and Technical Department, RCCG Shiloh Arena, Ogun Province 2 Provincial Headquarters 2011- till date

xxiii. Names and Addresses of Referees:

1. Prof. I. Bayo Oloyede
*Dean, College of Social Sciences
Redeemer's University
Ede, Osun State.
E-mail: oloyedei@run.edu.ng, bayooloyede2003@yahoo.com
Phone: 0803 323 0943*
2. Professor M. O. Oso
*School of Communication,
Lagos State University, Ojo, Lagos.
E-mail: osoolayiwola@gmail.com
Phone: 0803 346 9696*
3. Professor B. A. Senjobi
*Dean, College of Plant Science and Crop Protection,
Department of Soil Science and Land Management,
Federal University of Agriculture, Abeokuta.
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Signature:



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