

**Curriculum Vitae**

[**rasheed.adebiyi@gmail.com**](mailto:rasheed.adebiyi@gmail.com)

**Name:** Adebiyi, Rasheed Ademola

**College/Department:** Management & Social Sciences/Mass Communication

**Place and Date of Birth:** Osogbo, Osun State; 21/06/1979

**Nationality:**  Nigerian

**State of Origin/Local Govt. Area:** Osun State/Osogbo

**Marital Status:**  Married

**Number and Ages of Children:** 3; 8 years, 6 years and 2 years

**Residential Address:** Flat 4, Staff Quarters, FUO Campus, Osogbo

**Address for Correspondence:** Dept of Mass Communication, Fountain University, P.M.B. 4491, Oke-Osun, Osogbo-Osun State, Nigeria

**Telephone No(s):** +2348039171065.

**Institutional e-Mail Address:** adebiyi.rasheed@fuo.edu.ng

**Educational Institutions attended with dates**

i. University of Ibadan 2022

ii. University of Ibadan, Ibadan: 2011

iii. University of Ibadan, Ibadan: 2006 iv. Ikolaba Grammar School, Ibadan: 1997

**Academic Qualifications obtained with dates**

i. PhD (Communication & Language Arts) 2022

ii. M.A (Communication & Language Arts) 2011

iii. B.A (Communication & Language Arts) 2006

iv. Senior Secondary School Certificate 1997

**Professional Qualification(s) with dates**

Nil

**Training/Professional courses attended with dates**

Nil

**Membership of Professional bodies/societies**

i. General Secretary, Nigerian Institute of Public Relations (Osun State Chapter)

ii. Member, International Association of Media and Communication Research (IAMCR, 2015, Full)

ii. Member, Society for Interdisciplinary Research (SIR, 2015, Full)

iii. Member, Nigerian Institute of Public Relations (NIPR,2015, Full)

iv. Member, African Council for Communication Education (ACCE, 2013, Full)

**17. Work Experience with dates**

**Work experience in the University**

**Courses taught at the University Level**

**i. Undergraduate Programmes (B.Sc. Biochemistry & Nutrition)**

MCM 102 : History of Nigerian Mass Media

MCM 103: African Communication Systems

MCM 104 : Speech and Public Speaking

MCM 203 : News Writing & Reporting

MCM 205: Theories of Mass Communication

MCM208 : Principles of Advertising

MCM 210: New Communication Technologies & Multimedia Journalism

MCM 311: Foundations for Communication Research

MCM331: PR Campaign Planning & Strategies

MCM 308: Behaviour Change Communication

MCM 312 : Advertising Campaign & Planning Strategies

MCM 342: Advanced Documentary Production

MCM 402 : Professional Media Skills (Event Management)

MCM 405: Communication for Development

MCM 406: Media Law & Ethics

MCM 409: Data Analysis in Communication

MCM431: International Public Relations

**Undergraduate project supervision:**

Supervised 25 undergraduate projects (2017-2022), 8 ongoing

**Postgraduate project/thesis supervision**

Nil

**b. Work experience in other organisation(s)**

i. January – November,2013 : Freelance Presenter, Unique 103.1 FM, Ilesa

ii. 2010 – 2012: Part Time Lecturer Olabisi Onabanjo University, Ago-Iwoye,

Osogbo Study Centre, Osogbo.

iii. 2011-2013 : Part Time Lecturer; Association of National Accountants of Nigeria

Osogbo Study Centre, Osogbo.

iv. 2007 – 2011: Teacher/V.Principal, Prime College, Osogbo

**18. Details of Administrative and Leadership Experience in the University system**

**a. Administrative experience (Deanship, HOD etc)**

i. October, 2018 – Date – Coordinator, FUO Mass Communication

ii. October, 2017 – September, 2018 - Coordinator, FUO Mass Communication

iii. November, 2013- August, 2014 – Ag. Coordinator, FUO Mass Communication

**b. Other appointments in the University**

i. Oct., 2018 –Jan., 2019 - Member, University Ceremonies Committee

ii. Oct., 2015 – Jan., 2016 – Chairman, Media and Publicity Sub Committee for University Ceremonies Committee

1. Oct., 2015- Sept.,2016–Production Editor,University Library & Publication Committee
2. Oct., 2015- Date - Managing Editor, Journal of Management & Social Sciences
3. **Resources (Human/Material) attracted to the University**

Nil

1. **Local/Community Service (e.g. Religious/Social or Political)**

i. Team Lead, Positive Campaign Initiative, Nigeria

ii. Public Relations Officer, FUO Muslim Community

iii. Staff Adviser, Junior Chambers International, FUO Chapter

iv. Staff Adviser, Mass Communication Students Association, FUO Chapter (2014-2021)

**e.** **National/International Assignments (including external examinership, NUC Accreditation, Assessment for academic posts, Review of academic works for journals and academic publishers etc)**

Nil

1. **Thesis/Dissertation**
2. PhD, Communication & Language Arts 2022, Integrated Marketing Communication and Consumer Patronage of Selected Telecommunication Service Providers in the South West, Nigeria.” University of Ibadan, Nigeria.

1. M.A, Communication & Language Arts 2011*, “*Communicating Indigenous Knowledge Through Exogenous Channel: A Comparative Content Analysis of Abimbola Adelakun’s Under the Brown Rusted Roofs and Chinua Achebe’s Things Fall Apart*.”* University of Ibadan, Ibadan, Nigeria.
2. B.A, Communication & Language Arts 2006, “An Appraisal of the Cartoons of Bisi Ogunbadejo and Four Selected Editorial Cartoonists in Nigeria*.”* University of Ibadan, Ibadan, Nigeria.
3. **Listing of Academic Publications**
4. **Books, Monograph or Patent**

Nil

1. **Chapter(s) in Book(s)**

i. **ADEBIYI, Ademola Rasheed** & SALAUDEEN Aremu Kamoru A. (2016) “The

Changing Face of Political Communication in Nigeria: A Do-Or-Die Media Game?”In D. Wilson (ed) Mass Media and the Electoral Process in Nigeria (pp. 209-220). Uyo: ACCE

ii. LASISI,Mutiu Iyanda, **ADEBIYI, Ademola Rasheed** & AJETUNMOBI,Umar Olansile

(2019). Predicting Migration to Developed Countries: The Place of Media Attention. In N. Okorie, B. Ojebuyi, & J. Macharia (Eds.), *Handbook of Research on the Global Impact of Media on Migration Issues* (pp. 293-311). Hershey, PA: IGI Global. doi:10.4018/978-1-7998-0210-5.ch017

iv. SALAUDEEN Aremu Kamoru & **ADEBIYI, Ademola Rasheed** Oriki as a Strategic

Communication Tool for Personality-Identity Building and Value Re-orientation towards National Development. In O.F Liadi & D.A Busari (Eds.), *Indigenous Knowledge Practice in Contemporary Nigerian Society* (pp.138-153).Osogbo: Department of Sociology

**Journal Articles**

1. SALAUDEEN, Aremu Kamoru & **ADEBIYI, Ademola Rasheed** (2015) “Media Ordering of Global Peace Amidst Diversity - Midwiving Or Umpiring?” Fountain Journal of Management and Social Sciences.4(2), 113 – 127

1. SALAUDEEN A. Kamoru & **ADEBIYI, Ademola Rasheed** (2017) “Political Persuasion through Cultural Appeal: An Analysis of Radio Commercials of the 2015 Election in Oyo State, South-West, Nigeria*.”* Africology: The Journal of Pan African Studies 5 (10), 30-42
2. **ADEBIYI** AdemolaRasheed & BELLO Semiu(2018)*Perception and Practice of Integrated Marketing Communication (IMC) among Selected Marketing Communication Agencies in Nigeria*. Acta Universitatis Danubius Communicatio 12 (1), 86-112
3. SALAUDEEN A. Kamoru, **ADEBIYI,** Rasheed A. & SANNI O. Azeez (2018) *Framing of the Anti-Graft War in Select Nigerian Newspapers*. Novena Journal of Communication Vol. 6, 161-173
4. **ADEBIYI** A. Rasheed, KAMORU A. Salaudeen & SANNI O. Azeez (2018) *Between the Devil and the Deep Blue Sea :A Discourse on Ethical Flashpoints for Nigerian Mass Media Managers*. Ebonyi State University Journal of Mass Communication. Vol. 5 (1), 39-54
5. BAKRIN, F Sirajudeen, **ADEBIYI** A Rasheed & SALAUDEEN A. Kamoru (2019) *Authorship Patterns in Nigerian Journals of Communication: A Bibliometric Approach*. UNIUYO Journal of Humanities. Vol. 23(1).
6. **ADEBIYI** A. Rasheed & OLAYIWOLA, O. Mariam (2019) *Uses and Gratifications of Social Media among University Undergraduates : Evidence from Nigeria.* Journal of Management & Social Sciences. Vol. 8 (2).
7. **ADEBIYI**, A. Rasheed, AJETUNMOBI, O. Umar & OLAWALE, O. Jelilat (2020) *Connected but not Engaged: A Tale of Two Governorship Candidates’ Social Media Mobilization in a Gubernatorial Contest in Oyo State, Southwest Nigeria*. Interações: Sociedade E As Novas Modernidades 38. Pp.71-98
8. LIADI, O. Fariudeen, ANIMASHAUN, A. Mojeed & ADEBIYI A. Rasheed (2020) *Repositioning Women in Service, Leadership and Development in Nigeria: Experiences, Challenges and Opportunities.* Journal of Management and Social Sciences, Vol. 10, No 1, Special Issue

**c. Encyclopaedia Entries**

Nil

1. **Refereed Conference Proceedings**

Nil

1. **Review Articles/Book Reviews**

Nil

1. **Special e.g. Grant/fellowship, Web Presence, Award Winning Play/film, Landmark Judgement (Case)**

**Grant**

Nil

**Web presence**

i. https://www.researchgate.net/profile/Rasheed\_Adebiyi2

ii. https://scholar.google.com/citations?user=ww36bbQAAAAJ&hl=en

iii. <http://orcid.org/0000-0002-2618-1263>

1. **Research Interest**

Public Relations/Advertising with specific focus on Integrated Marketing Communication/Political Communication/Social Media and Behaviour Change Communication

1. **Research in progress**

**i. List as many research projects as are in progress but provide details of only 3 stating, among others:**

i. Complicated Sympathy as a Challenge to Sustainable Government-Citizen Crisis Management in Nigeria

ii. Contextual Exploration of Party-Politician Induced Facebook Users during Election Campaign: Evidence from a Governorship Election in Nigeria

iii. Predicting Migration to Developed Countries: The Place of Media Attention

iv. Civic Political Engagement in a Professional Networking Environment: Why Asking the Right Questions Remain Elusive

v. Exploring the Uses and Gratifications of Social Media among Undergraduates: Some Reflections from a Nigerian University

**Project details:**

i. Complicated Sympathy as a Challenge to Sustainable Government-Citizen Crisis Management in Nigeria

**a. introduction:** The government in any democratic country owes the citizenry three fundamental rights – civil, political and social rights. While civil rights encompass the freedom of speech and religion, ownership of property and equal justice before the law, political rights describe the entitlement of a citizen to vote or be voted for (Oraegbunam, 2014). Social rights, on their own, gift an individual citizen an extent of enjoyment of a minimum standard of economic welfare and security. Scrutinized properly, these three rights capture the essence of state existence and its relationship with the citizenry. The three border on socio-economic benefits that the citizenry may derive from the government. Any attempt to deny the citizens such rights usually result in the breakdown of government-citizenry interactions.

**b. aims/objectives:** Specifically, the researchers are asking three core questions. One, what was the emotional status of the people on Facebook after the demolition of the Fresh FM building and when the station was back on air? Two, what was the level of people’s emotional status between the time the building was demolished and after the station was back on air? Three, what was the position of social commentators and communication experts on the crisis?

**c. methodology:** Quantitative content analysis and interview were the research designs used to understanding citizens, communications experts and social commentators’ views on the crisis. Subject Matter Expert (SME) was the interview method specifically used..

**d. expected result:** It is expected that the emotions of citizens, social commentators and communication experts when analyzed would reveal their emotional status during and after the crisis.

**e. contribution to knowledge/society:**This project will, no doubt, contribute to measuring emotions during crisis times and as well assist to create a framework for crisis communication and management.

ii. Contextual Exploration of Party-Politician Induced Facebook Users during Election Campaign: Evidence from a Governorship Election in Nigeria

**a. introduction:** Literature has established that social media has become an important component part of political communication and campaigns across the globe in recent times. Ayankoya, Clitz and Cullen (2015) assert that social media has become a go-to platform for politicians to engage voters and drive political participation. Okoro and Santas (2017) also confirmed that the social media platforms have weighed in on political mobilisation, participation and electioneering campaigns in both developed and developing nations. Newnam (2012) says candidates or parties who underestimate the power of the social media do so at their own peril as social media more often command more followers even than the candidates’ or parties campaign websites. These attestations imply that the social media are important tools in the campaign strategies of politicians the world over.

**b. aims/objectives:** The focus of this paper is to investigate the use of certain individuals on Facebook to connect with potential voters in the governorship contest of a southwestern state in Nigeria. Specifically, the study intends to identify the party-politician induced Facebook users during Osun 2018 governorship election campaign; establish the correlation between Party-Politician Induced Facebook Users and Politician’s Social Capital (number of followers, shares, likes, comments on each post) before and during the 2018 governorship election in Osun; and understand the extent the Party-Politician Induced Facebook Users rely on external influences to attain their campaign goals

**c. methodology:** Exploratory Data Analysis was adopted by the researchers to understand the identities, social capital and external influences that helped Party-Politician Induced Facebook Users during Osun state 2018 governorship election campaign. As an inductive approach to investigate social problems in their natural environment, EDA helps us in knowing the users’ exploitation of their resources towards collective goal of marketing their sponsors’ candidate to the electorate before the election (Yu, 2010)

**d. expected result:** It is expected that the study would reveal the identity of the party-politician induced Faceboook users and establish the correlation between their activities online and the politicians’ social capital.

**e. contribution to knowledge/society:** This study will be useful in the field of political communication generally and online political campaigns specifically. It would ascertain the veracity of social media and the contribution of the strategies adopted by the politicians in the last gubernatorial election in Osun State.

iii. Exploring the Uses and Gratifications of Social Media among Undergraduates: Some Reflections from a Nigerian University

**a. introduction:** Globally, it is reported that the youth form the bulk of the users of the social media. Perrin (2015) asserts that 90% of young adults, within the age bracket of 18-29, use social media fully in the US. These demographics, who find it difficult to think of a life without the internet, have a penchant for limitless connection that defy geographical boundary as they seek for “ways to connect virtually to everyone in the world” (NIRA, 2016). The social media has opened a gateway of opportunities for the youths for social interaction, information creation and exchange, connection and self-expression beyond geographical definition (Ogunkola, 2018). This may account for why a global scholarly searchlight has been beamed on social media usage among youths especially of college age for an in-depth examination of what motivates and or sustain their continuous attachment to the social media.

**b. aims/objectives:** The study aims to investigate the social media sites and services the select undergraduates adopt and the motivations that drive their adoption. It as well seeks to examine the extent of the difference between gratification sought and gratification obtained from the social networking sites by the selected undergraduates

**c. methodology:** Focus Group Discussion was employed to interrogate the motivations and gratifications of social media adoption of undergraduate students of a small privately-funded university in South-western Nigeria. A multilevel sampling technique was as well used in determining the participants. The students were divided into four strata consisting of 100 level- 400 level students. Systematic Random Sampling was used to select departments whose students would participate in the study. Out of the 12 departments in the two faculties of the university, six departments were selected at an interval of two. This number of departments was deemed acceptable as it was observed that the technological inclination of students was not influenced by their departments of residence. Most undergraduates in the contemporary world are digital natives or Generation Z (George,2018), and so are considered to have great inclination to social media.

**d. expected result:** It is expected that the study would reveal the social media usage pattern of the selected undergraduates. It would also contribute to understanding the gratifications and motivations behind the use of social media by youths.

**e. contribution to knowledge/society:** The study will contribute to the focus on social media use of undergraduates to unearth the motivations behind their adoption.

1. **Research Collaboration Experience**

i. 2017- 2018: Perception and Practice of Integrated Marketing Communication (IMC) among Selected Marketing Communication Agencies in Nigeria. Completed collaborative research with Dr. Semiu Bello of Department of Mass Communication, Olabisi Onabanjo University, Ago Iwoye, Nigeria.

ii. 2018-2019: Authorship Patterns in Nigerian Journals of Communication: A Bibliometric Approach. Completed collaborative research with Mr. Sirajudeen Femi Bakrin and one other researcher of Fountain University, Osogbo.

1. 2018-2019 : Complicated Sympathy as a Challenge to Sustainable Government-Citizen Crisis Management in Nigeria. Ongoing collaborative research with Mr. Mutiu Iyanda of Infoprations Limited, Lagos, Nigeria.

**Conferences/Workshops attended and papers presented with dates**

i. Research Skills Enhancement Workshop, organized by The Department of Communication & Language Arts, University of Ibadan. May- August, 2012.

ii. 16th African Council for Communication Education Annual National Conference held at University of Nigeria, Nsukka. October, 2014

iii. 2nd Faculty of Arts Biennial International Conference, University of Ibadan held at the University of Ibadan, Ibadan. May, 2015.

Paper read:

* Engaging Public Awareness and Perception of Global Insurgent Groups.

1. 17th African Council for Communication Education (ACCE) Annual National Conference held at the University of Calabar, Calabar, October, 2015.

Paper read :

* The Changing Face of Political Communication in Nigeria: A Do-Or-Die Media Game?

1. 5th Society for Interdisciplinary Research (SIR) Conference on Multidisciplinary Research and Global Development held at the University of Ibadan, Ibadan, September, 2016.

Paper read :

* Media Framing of Anti Graft War by the Punch and the Guardian Newspapers



vii 19th African Council for Communication Education (ACCE) Annual National Conference held at the National Institute of Policy & Strategic Studies,Kuru, Jos , 2017

1. **Extra-Curricular activities**

i. Reading

ii. People Watching

iii. Watching football

1. **Referees**

i. Prof. Ayobami Ojebode, Head, Department of Communication & Language

Arts,University of Ibadan, Nigeria, 08056414798, [ayo.ojebode@gmail.com](mailto:ayo.ojebode@gmail.com)

ii. Dr. Olayinka Egbokhare, Department of Communication & Language Arts,

University of Ibadan, Nigeria, 08023387139,yinkaegbokhare@yahoo.com

iii. Dr. Semiu Bello, Department of Mass Communication, Kwara State University, Malete, Nigeria, 08030466019, boldsteptoprof@gmail.com

1. **Signature/Date **  23rd November, 2018