

## **CURICULLUM VITAE**

### **SECTION A: PERSONAL DATA**

NAME: EJEM, Agwu Agwu (PhD)

DATE OF BIRTH: 7th June, 1983

TOWN: Amurie Nkporo Autonomous Community

LOCAL GOVERNMENT AREA: Ohafia LGA.

STATE OF ORIGIN: Abia State.

NATIONALITY: Nigerian

MARITAL STATUS: Married

RELIGION: Christianity

NUMBER OF CHILDREN: THREE

CONTACT ADDRESS: Department of Mass Communication,  
College of Business and Social Sciences,  
Landmark University, Omu-Aran,  
Kwara State.

RESIDENTIAL ADDRESS: 1. Block K, Flat 4, Staff Quarters, Landmark  
University, Omu-Aran, Kwara State

2. House 3, Redeemer's Close, Alhaji Afoke  
Street, 31 Road, Gowon Estate, Egbeda,  
Alimosho LGA., Lagos State.

TELEPHONE NUMBER (S): 08065215130, 09058879086

E-MAIL ADDRESS: ejem.agwu@lmu.edu.ng

PRESENT POSITION HELD: Lecturer 1,  
Department of Mass Communication,  
College of Business and Social Sciences.

### **SECTION B: EDUCATIONAL HISTORY**

#### **INSTITUTIONS ATTENDED WITH DATES:**

- 1) Imo State University, Owerri, Imo State (2015-2019)
- 2) Imo State University, Owerri, Imo State (2013-2015)
- 3) Imo State University, Owerri, Imo State (2005-2009)
- 4) Community Sec. School, Lumene-Bangha, Kha L.G.A. Rivers State. (2003-2004)

- 5) Amurie Nkporo Technical College, Amurie Nkporo, Ohafia LGA.,  
Abia State (1995-1999)
- 6) Ohafia High School, Ebem Ohafia (1994 -1995)
- 7) Government Technical College, Ania Ohafia (1992-1994)
- 8) Abuo Rubber Primary School, Akanu Ohafia (1989-1991)
- 9) Amurie Primary School, Amurie Nkporo, Ohafia LGA.,  
Abia State. (1988-1989; 1991-1993)

## **ACADEMIC AND PROFESSIONAL QUALIFICATIONS**

- Doctor of Philosophy (PhD) in Mass Communication 2019  
(CGPA of 4.75 on a 5.00 scale)
- Master of Science (MSc) Degree in Mass Communication 2015  
(CGPA of 4.50 on a 5.00 scale)
- NYSC Discharge Certificate 2011
- Bachelor of Science (B.Sc) Degree in Mass Communication 2009  
[2<sup>nd</sup> Class Honours (Upper Division) with a CGPA of 4.32 on a 5.00 scale]
- West African School Certificate 2004
- Senior School Certificate (GCE O'level) 1998
- First School Leaving Certificate 1992
- Google Digital Skills Certificate 2020

## **TEACHING EXPERIENCE**

- Lecturer** 2021 to date  
Department of Mass Communication,  
College of Business and Social Sciences  
Landmark University, Omu-Aran, Kwara State
- Lecturer** 2014 to 2021  
Departments of Mass Communication/Media and Performing Arts  
Maurid Polytechnic, Mbiaso, Nsit Ibom LGA.
- Part-Time Lecturer** 2013 to 2021  
Department of Mass Communication  
Heritage Polytechnic, Ikot Udo, Eket.
- Teacher** 2010-2011  
English Language and Literature-in-English  
Bodo City Secondary School, Gokana LGA., Rivers State

## **ACADEMIC RANK HELD WITH DATES**

- Lecturer 1 2021 to date

## HONOURS/AWARDS

Recognised for the outstanding production of the documentary, *Dreams and Realities* (a critique of the MDGs), submitted in the non-competitive category, 2008 Zuma Film Festival, Sheraton Hotels, Abuja.

## STATEMENT OF PERSONAL RESEARCH FOCUS

The broad areas of research in media studies that I am particularly interested in are film and multimedia studies, mass media theory and research, journalism and media studies, and gender and cultural studies. However, in those areas, my focus is on specific questions such as new media effects (such as slacktivism, narcotization, etc.), representations of hypermasculinity and hyperfemininity across media platforms, gender scaling, gender equity, the shadow pandemic as a new area of gender research, developing journalism and media theories that are operable in the context of developing societies, and film theory. These are under-researched areas in Nigeria, and Africa, which explains the paucity of empirical literature originating from Nigeria – and Africa – on those areas.

## SPONSORED RESEARCH WORKS

1. Participant (Nigeria), Global Media Monitoring Project, a longitudinal study that focuses on gender and other axes of discrimination in and through media and communication all over the world. Sponsored by the World Association for Christian Communication (WACC) in partnership with UN Women, UNESCO, and the Global Alliance on Gender and Media (GAMAG).
2. Research Team Leader (Social Media Team) on Mixed Methods Analyses of Nigeria's 2019 General Election Campaign: A collaborative research initiative sponsored by ORBICOM-UNESCO (The Global Network of UNESCO Professors of Communication with headquarters at the University of Quebec), North Dakota State University (USA), and C&F Porter Novelli (Nigeria).

## PUBLICATION AND JOURNALS (INTERNATIONAL/LOCAL)

1. Ejem, A. A., Ibekwe, C., Fredfish, T. G. and Ukonu, M. C. (2020). Relevance of the social exchange theory in interpersonal communication among students of select universities in South-East and South-South, Nigeria. *IMSU Journal of Communication Studies*, 4(1):58-65
2. Ejem, A. A., Acholonu, J. & Igbozuruike, C. A. (2017). Selling for survival: Effect of news commercialization on public service broadcasting in Nigeria. *International Journal of Media, Security and Development*, 2(1):28-35
3. Anyanwu, B. J. C., Nwazor, O. A & Ejem, A. A. (2017). Influence of social networking sites on the reading culture and academic performance of undergraduate students of Imo State University, Owerri. *International Journal of Mass Media and Telecommunications*, 1(1):24-39
4. Anyanwu, B. J. C., Ejem, A. A. & Nwoga, C. (2017). An empirical study of problems/challenges of a contemporary newspaper and magazine management in Nigeria and the solutions. *Journal of Linguistics, Languages and Literary*

*Studies*.1(2):175-186. Available at <https://jolls.com.ng/wp-content/uploads/2018/05/complete-2017.pdf>

5. Fab-Ukozor, N. & Ejem, A. A. (2016). Lookism as a Gender-Specific Concern: Assessment of Male and Female Attitudes towards Appearance of TV Programme Presenters in Owerri, Imo State, Nigeria. *International Journal of Leadership, Education and Business Studies*, 1(1):39-54
6. Ejem, A. A. & Fab-Ukozor, N. (2016). Assessment of the slogans, photographs and communicativeness of Governor Okorocho's political messages on billboards: a study of Owerri electorate. *IMT International Journal of the Arts and Sciences*, 1(2):71-81
7. Anyanwu, B. J. C. & Ejem, A. A. (2016). Narcotising dysfunction of the social media in Nigeria. *International Journal of Media, Security and Development*, 3(1)
8. Fab-Ukozor, N. & Ejem, A. A. (2015). *Perception of Nigerian women towards the attainment of the 5<sup>th</sup> MDG (reduction of maternal mortality): A study of pregnant women in Imo State, Nigeria. European Scientific Journal*. November 2015 /SPECIAL/ edition; pp. 189-202. Available at <http://eujournal.org/index.php/esj/article/view/6530/6255>
9. Anyanwu, B. J. C., Ejem, A. A., & Nwokeocha, I. (2015). Deregulation, globalisation and current issues in the electronic media in Nigeria. *Journal of New Media and Mass Communication*.41:14-23. Available at <http://www.iiste.org/Journals/index.php/NMMC/article/view/25770/26097>
10. Ejem, A. A. & Fab-Ukozor, N. (2015). Assessment of editorial independence and gratifications in Nigerian press: a study of Uyo editors. *Unicorn International Journal of Contemporary Studies*, 1(3): 150-157
11. Ejem, A. A. & Ejem, C. A (2014). The oft-forgotten: The role of cleaners, messengers, security operatives and gatekeepers in effective organisational communication. *International Journal of Media, Security and Development*, 1(1), pp. 174-181
12. Ejem, A. A., Ezegwu, D. & Nwokeocha, I. (2014). Akwa Ibom journalists' assessment of the workability of the freedom information act in Nigeria. *International Journal of Media, Security and Development*, 1(1):182-193
13. Ejem, A. A., Ezegwu, D. & Nwokeocha, I. (2013). Freedom of information act in Nigeria: exploring the gulf between enactment and operability. *International Journal of Social Sciences and Humanities Reviews*, 4 (2):112-119

## CONTRIBUTIONS TO BOOKS

1. Ejem, A. A. & Igbozuruike, C. A. (2020). *Introduction to mass communication: Principles and theories (2<sup>nd</sup> edn)*, Owerri: Shack Publishers

2. Ejem, A. A. (2016). *Broadcast production*, Owerri: Meyprints
3. Ejem, A. A. & Obibuike, C. (2016). *Selected topics in mass communication and development*, Owerri: Meyprints
4. Ejem, A. A. & Igbozuruike, C. A. (2016). *Introduction to mass communication: Principles and theories*, Owerri: Shack Publishers

### **UNPUBLISHED CONFERENCES/WORKSHOP PAPER AND PUBLIC LECTURES**

1. Ejem, A. A. & Igbozuruike, C. A. (2016). *Cell phone users' perception of short message service commercials in Imo State*. Paper presented at the 9<sup>th</sup> International Conference on Recent Innovations in Science, Business and the Arts, at the International Research and Development Institute, Uyo, Akwa Ibom State, December 12-15.
2. Fab-Ukozor, N. & Ejem, A. A. (2015). *Perception of Nigerian women towards the attainment of the 5<sup>th</sup> MDG (reduction of maternal mortality): A study of pregnant women in Imo State, Nigeria*. Paper Presented at the 3<sup>rd</sup> Global Academic Meeting, New York, USA on September 19, 2015.
3. Ejem, A. A. & Fab-Ukozor, N. (2015). *Igbo language and news reporting in Nigeria: a survey of attitudes of journalists in South East, Nigeria*. A paper presented at the International Conference on Igbo Studies, Owerri, Imo State, July 23, 2015.

### **CONFERENCES ATTENDED**

1. 22nd Annual International Conference and Annual General Meeting of the African Council for Communication Education, Bayero University, Kano, May 25-28, 2021
2. 9th International Conference on Recent Innovations in Science, Business and the Arts, at the International Research and Development Institute, Uyo, Akwa Ibom State, December 12-15.
3. 3rd Global Academic Meeting, New York, USA on September 19, 2015.
4. The International Conference on Igbo Studies, Owerri, Imo State, July 23, 2015.

### **RESEARCH WORKS UNDERTAKEN**

1. Ejem, A. A. (2019). *Hypermasculinity in Nollywood films (2015-2017)*. Unpublished PhD Thesis. Imo State University, Owerri.
2. Ejem, A. A. (2015). *Subjugation and objectification of women in select Nollywood films (2000-2014)*. Unpublished MSc Thesis. Imo State University, Owerri.
3. Ejem, A. A. (2009). *Voodooism and black magic in Nollywood films: A content analysis of select home videos (2005-2009)*. Unpublished BSc Research report. Imo State University, Owerri.

## **PROJECT SUPERVISION**

Supervised 64 National Diploma and 42 Higher National Diploma project titles; Most of which came out with AB grade after internal and external moderations and examinations.

## **ACADEMIC LINKAGES**

1. Participant (Nigeria), Global Media Monitoring Project, a longitudinal study that focuses on gender and other axes of discrimination in and through media and communication all over the world.
2. Team member (Nigerian Polytechnics Coordinator, Social media team), Professor Charles Okigbo Research Team on Media and 2019 Elections in Nigeria
3. Editor, American Journal of Public Relations
4. Editor, American Journal of Communication
5. Editor, European Journal of Gender Studies

## **MEMBERSHIP OF LEARNING SOCIETIES AND PROFESSIONAL BODIES**

1. International Communication Association (ICA)  
1500 21st Street, NW  
Washington DC, USA
2. African Council for Communication Education  
c/o Professor Nnamdi T. Ekeanyanwu.  
Department of Communication Arts  
University of Uyo, P.M.B. 1017  
Uyo, Akwa Ibom State
3. Association of Communication Scholars and Professionals of Nigeria (ACSPN)  
Department of Mass Communication,  
Caleb University, Km 15, Ikorodu-Itoikin-Ijebu-Ode Road  
Imota, Lagos  
Nigeria.  
P.M.B. 21238, Ikeja, Lagos, Nigeria.
4. Nigerian Institute of Public Relations (NIPR) (Observer)  
Image House, Uyo, Akwa Ibom State

## **REFEREES:**

### **Mazi Kelechi Ibegbu**

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Communication, Maurid Polytechnic, Mbiaso,  
Akwa Ibom State  
08061561053  
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### **Assoc. Prof. B. J. C. Anyanwu**

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Imo State University  
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### **Dr. Tom Godwin Fredfish**

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IBB Road, Uyo  
Akwa Ibom State  
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