

CURRICULUM VITAE

Current Rank:	Professor
Family Name:	Ali
First Names:	Muhammad Bashir
Nationality:	Nigerian
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Tel No:	+234-803 701 0156

Education:

Institution (Date From – Date To)	Degree(s) Or Diploma(s) Obtained:
Bayero University Kano, Nigeria (2011-2014)	Ph.D. Mass Communication
Ahmadu Bello University Zaria, Nigeria (1999-2000)	Master of Business Administration (MBA)
University of Nigeria Nsukka, Nigeria (1988-1990)	M.A. Mass Communication
Bayero University Kano, Nigeria (1979-1982)	B.A. Mass Communication/Political Science
Schools of General Studies, BUK (1978-1979)	School of General Studies, BUK
Zaria U.P.E. Teachers College (1973-1977)	Teachers Grade II Certificate
L.E.A. Primary, School/Tudun-Wada, Zaria (1963-1970)	First School Leaving Certificate

Language skills: Competence on a scale of 1 to 5 (1 – excellent; 5 – basic)

Language	Reading	Speaking	Writing
English	1	1	1
Hausa (African dialect)	1	1	1

Membership of Professional Bodies:

Membership	Date
Member, Nigerian Institute of Public Relations	1994
Member, ASCON	1989
Member, Association of Mass Communication Scholars & Professionals of Nigeria (ACSPN)	2012
Member, African Council for Communication Education (ACCE). Member, Nigerian Academy of Letters	2018 2023
Other skills:	MS Office (Word, Excel, PowerPoint)
Present position:	Professor & Deputy Vice Chancellor, Administration. Kaduna State University.
Other positions held at KASU:	Head, Department Mass Communication, Faculty of Social Science, Kaduna State University-July, 2017- August, 2023 Director, University Advancement, KASU: July, 2021-August, 2023

Supervision & External Examination:

a.) Supervision:	
1.	<i>Undergraduate Projects 1988 to date over 150 Projects</i>
2.	<i>Post-Graduate Projects 2004 to date 4 Projects</i>
3.	<i>Mainasara Y. Kurfi: Outdoor Advertising in Kano: A study of the Advertising. Claims on Billboards</i>
4.	<i>Aishatu Haruna : News As Media Owner's Views: An Analysis of the Daily Triumph's News Contents.</i>
5.	<i>Nafisa Alasan: Access and Use of Internet Among Academic Staff of Tertiary Institutions in Jigawa State (2015).</i>
6.	<i>Abdullahi Salisu: A Comparative Content Analysis of the Punch and the Daily Trust Newspapers Coverage of Farmer- Herder Conflict in Nigeria: 2018-2019. (2021).</i>
7.	<i>Saratu Hayat: Influence of Radio Programme on Maternal Healthcare Awareness in Kaduna Metropolis (2021)</i>
8.	<i>Influence of Hate Speech on Social Media on the Voting Behaviour of University Students During 2019 General Election: A study of Kaduna State University (2023)</i>
b.) External Examinations:	
1.	<i>Department of Languages and Mass Communication, Kaduna Polytechnic, Kaduna (1998 to 2003)</i>
2.	<i>Department of Mass Communication, Ahmadu Bello University, Zaria (2003 to Date).</i>
3.	<i>Department of Mass Communication, Modibbo Adama University of Technology, Yola, Nigeria. (Assessor for Dr. Saleh Abdullahi Bashir to Associate Professor, 2018)</i>
4.	<i>Department of Mass Communication, University of Ilorin (Assessor for Dr. Abdulbaqi, Salah Saudat to Reader, 2019).</i>
5.	<i>Department of Mass Communication, Benue State University (Assessor for Dr. Andrew Ogah Ijwo to Professor, 2020)</i>
6.	<i>Department of Mass Communication, University of Jos (Assessor for Dr. Sarah Benjamin Lwahas to Professor, 2022)</i>
7.	<i>Department of Mass Communication, University of Jos (Assessor for Dr. Taiye Cosmos Obateru to Reader, 2022)</i>
8.	<i>Department of Mass Communication, BAZE University, Abuja (Assessor for Dr. Adeniyi G. Adeneji to Professor, (2022).</i>
9.	<i>Department of Mass Communication, University of Ilorin, (Assessor for Dr. Lambe Kayode Mustapha to Associate Professor, (2022).</i>
10.	<i>Department of Mass Communication, Bayero University, Kano, (Assessor for Dr.Gambo Shehu Nababa to Associate Professor, (2023).</i>

Country Specific Experiences:

Country	Date from – Date to
Saudi Arabia	November – December 1970
Niger Republic	December 1984
Ivory Coast	June 1980
Ghana	December 2000
United Arab Emirate (UAE)	January 2011
Ghana	October-December 2013
Saudi-Arabia	20 th July, 2019-10 th September, 2019
Finland	11 th - 19 th June, 2022

Research Works/Publications:		Date from – Date to
1.	Journalism/Communication Education in Nigeria. An unpublished thesis Submitted to the University of Nigeria, Nsukka as a partial fulfillment for the award of Masters of Arts degree certificate in Mass Communication, 1990	(1988 – 1990)
2.	Marketing Challenger Strategies of Insurance Company: A case study of Val Insurance Limited. Submitted to Ahmadu Bello University, Zaria, as a partial fulfillment for the award of MBA degree, 2000.	(1999 – 2000)
3.	A Critical Analysis of Women Representation in the Nigeria Videos Films. An Unpublished PhD thesis submitted to Bayero University, Kano, 2014.	(2010 -2014)
Journal Publications:		
4.	Effective communication in Local Government Administration. In Improving Local Government Effectiveness in Nigeria, (eds.) Shehu, D., & Zaharadden, U. Kano: Samkari & Sons Press Ltd. P. 45-50.	(1996)
5.	Communication Education in Nigeria: The Need for Dynamic Philosophy and Change. FAIS Journal of Humanities, Vol. 1 No 1, January, pp.149-158	(1999)
6.	Beyond the Millennium: Towards an Effective Journalism/Mass Communication Education in Nigeria (Munawwar) Interdisciplinary Review, Vol. 2, No 1, October P. 46-52	(2000)
7.	Nigerian press and democracy: An appraisal and suggestions for the future. In Jika, A., Ali, M.B. (Eds.) Mass Media and National Development: A Book of Reading, Kano, Munawwar Books International, P.76-87.	(2002)
8.	Historical reviews of Hausa dramas and their impact on the origin, development and growth of Hausa home video. In Adamu, A.U., Adamu, M.A., Jibril, U.F. (Eds.). Hausa Home Videos: Technology, Economy & Society, Kano; Centre for Hausa Cultural Studies, pp. 25-53.	(2004)
9.	Some reflections on Iwe-Irohin and the Nigerian Broadcasting Service. In Malam, M.N. & Ali, M.B. (Eds.) Perspectives on Mass Communication Issues: A Book of Reading 1, First Published by Gidan Dabino Publishers Kano. (2005) Revised by, Ahmadu Bello University Press Limited, Zaria.	(2014)
10.	Early Journalism training as a prelude to modern mass communication education in Nigeria. In Malam, M.N. & Ali, M. B. (Eds.) Perspectives on Mass Communication Issues: A Book of Reading 1, Kano, Gidan Dabino Publishers.	(2005).
11.	Uses and Gratifications Theory: A Conceptual Review. FAIS Journal of Humanities, 3 (3), Nov, pp. 259-279	(2005)
12.	Taming the bitch: The triumph of patriarchy in the representation of women in Yoruba films of <i>Thunderbolt-Magun</i> , <i>Awa Obirin</i> and <i>OmoLokun</i> . Proceedings of 1 st International Conference and Doctoral Colloquium, Faculty of Social and Management Sciences, Bayero University, Kano, November 16-	(2015)

	18, pp.1145-1157.	
13.	The impact of drama, media and technology on the emergence of and development of Hausa video film. <i>Journal of Communication and Media Research</i> , Vol. 8, No.1, May, pp.216-228	(2016)
14.	Women representation in films: A comparative analysis between Nollywood and Hollywood (international) film cultures. In Bhadmus, M.O. (Ed.). <i>The Nigerian cinema: Reading Nigerian motion pictures</i> , Ibadan, Spectrum Books Limited in association with Safari Books (Export) Limited, Channels Island, United Kingdom	(2016)
15.	Content analysis of women's portrayals in Nigerian video films of Yoruba, Kanywood, and Nollywood. <i>The Journal of Development Communication</i> , Number1, Vol.27, June, pp.44-56.	(2016)
16.	Hausa video film industry: Stunted growth in lofty opportunities. <i>Bayero Journal of Communication Studies</i> , vol.1, 2, Dec. pp. 109- 132.	(2016)
17.	The Loss of Colonial and Post-Colonial Celluloid Film Templates as Gains for Video Film Template in Nigeria: An analysis. <i>Media, Knowledge Transfer & African Identity: A Festschrift in Honour of Abdalla Uba Adamu</i> , pp.49-68.	(2018)
18.	Nigerian press and performance challenges. <i>International Journal of Communication</i> , vol.21, July, pp156-167.	(2017)
19.	New media as an emerging platform for conflict management and peace building in Nigeria. <i>KASU Journal of Social Sciences</i> , vol. 8, No.1, pp.71-94.	(2017)
20.	From post-colonial African cinema to video films: The changing fortunes of celluloid and commercial video films. In Pate, U.A., Balarabe, M, & Gwandu, U. J. (Eds). <i>Issues in media history, communication and development in Nigeria</i> , Zaria, Ahmadu Bello University Press Limited, Pp. 212-Pp. 221.	(2017)
21.	Media management, peace building and conflict reporting in democracy. <i>Bayero Journal of Communication Studies</i> , Vol.1. No.3, August, pp.1-24.	(2019)
22.	The Role of Nigerian Media in Transformation of National Growth. <i>KASU Media & Communication Journal</i> , vol. 1. No 2, June, 2020, Pp. 133-146.	(2022)
23.	Ali, M.B. & Salisu, A. (2022). Analysis of the Coverage of Covid-19 (CORONA VIRUS) in Punch and Daily Trust Newspaper, <i>Media Literacy Forum: Social Sciences in the Age of Digital Transformation</i> , November, 2022.	(2022)
24.	Ali, M.B. & Thanny, N. (2023).History of advertising in Nigeria. In Lai, O., Umaru, P., & Rotimi., O. (Eds). <i>Fundamentals of communication and media studies</i> , National Universities Commission, Pp. 553-564	(2023)
25.	Ahmad, R. & Ali, M.B. (2023)Investigating Social Media in Marriage Institution in Northern Nigeria	(2023)
26.	Salisu, A., Ali, M.B., & Ibrahim, M.I. (2023). Analysis of the framing of farmer-herder conflict in Nigeria in Daily Times and the Punch newspaper. <i>Media & Communication Currents</i> , vol. 7 No. 2, pp. 56-66.	(2023)
27.	Ali, M.B., Ibrahim, N., Paul, A, & Udoh, G. N. T.(2024). The Nigerian Film Industry's Transformation, Challenges and Prospects. <i>TAMBARI: Journal of Media, Theater, & Communication Studies (JOMETCOS)</i> (3) 1, pp. 21-36.	(2024)

Papers Submitted for Assessment/Peer Review/Publishing

1.	An analysis of global trends in research on the portrayal of women in the media. (SMS, Journal).	
	Nollywood and the Quest for Socio-Cultural Identity in Nigeria (Book Chapter-TETfund).	
3.	Film in Nigeria; History, Transformation, Challenges and Prospects.	
4.	Ali, M.B. & Idris, M. (eds). (2021) Historical Perspectives of Mass Communication : A book of Reading .	

	Conferences:	Date from – Date to
1.	International Mass Communication Conference Organized by Mass Communication Department, BUK	(1985)
2.	International Conference on Hausa Films Organized by Center for Hausa Cultural Studies, Kano, 4th - 7th August.	(2003)
3.	International Conference on Transglobal Media, Knowledge Transfer and African Identities Organized by African Identities Group in Partnership with BUK and Freedom Radio, 16th -18th September.	(2014)
4.	Inaugural Conference on Communication, Diversity and Multiculturalism in Nigeria: Challenges in 21st Century Organized by ASPN, 2nd -5th September, Abuja.	(2014)
5.	3 rd Annual Conference of Association of Communication Scholars & Professionals of Nigeria-ACSPN, 1st -2nd September, Immaculate Suites Hotels and Apartments, Abuja, Nigeria.	(2016)
6.	7 th International Social and Management Science Research Conference on Issues in Economic Recovery Diversification and Governance, 9th-10th May.	(2019)
7.	1 st Annual International Conference of Management Sciences, Kaduna State University, 26TH-27th June.	(2019)
8.	ACCE 21 st International Conference “NOUN Abuja 2019” held at the Department of Mass Communication, National Open University of Nigeria (NOUN) Abuja, Nigeria from October 22-25,	(2019)
9.	2 nd Annual International Conference of Management Sciences, Kaduna State University, 23 rd -25 th February. 3 day Round Table Meeting for Communication Scholars on the Implementation of the New Communication and Media Studies Curriculum in Nigerian Universities, held at Bayero University, Kano, From February 16-19, 2023.	(2021)

10.	Farooq Kperogi, the Digital Age and US-African Diaspora Diplomacy Hosted by African Centre for the Study of United State, University of Pretoria	(2023)
	Maiden International Research Culture Conference, Kaduna State University.	(2023)
	8 th International Education and Innovative Sciences Congress, Ankara, Turkiye (Oral Presentation)	(2023)
	1 st International Conference on: Communication, Media, Insecurity and Development: Issues, Challenges and Way Forward Organised by the Department of Mass Communication, Ahmadu Bello University, Zaria	(2024)

Seminars/ Workshops:		Date from – Date to
1.	Elements of Newsworthiness, a paper presented at second Regional Workshop on Communication and Government Programs held at Bayero University, Kano, from 12 th – 15 th November 1989.	(1989)
2.	Orientation Workshop on Newly Elected Local Government Chairmen & Councilors, Organized by Ahmadu Bello University, Zaria, in Collaboration with Kaduna State Local Government Service Commission, From 24 th -25 th June, 1996.	(1996)
3.	Culture and Education for Peace, a two-day seminar Organized by National Institute For Cultural Orientation, (NICO), From 27 TH - 28 TH June, 1996	(1996)
4.	National Workshop on Budgeting and Budget Implementation, Organised by the Federal Ministry of National Planning, From Monday 23rd- Friday 27 th September, 1996.	(1996)
5.	Enhancing Corporate Image: The Public Relations and Public Relation Advertising Approaches, A paper presented at seminar organized by The Federal Airports Authority and Adekunle Salu Communications From 11 th – 14 th December, 1999 at Malam Aminu Kano International Airport, Kano.	(1999)
6.	Consumer Behaviour as a Factor in Customer Relations” a paper Presented at a seminar organized by the Federal Airports Authority and Adekunle Salu communication from 11 th -14 th December, 1999 at Malam Aminu Kano International Airport, Kano.	(1999)
7.	Understanding Principles of Good Speech Writing and Organizing an Effective Public Speech” a paper presented at a public speaking workshop Organized for Legislative staff of the National	(1999)

	Assembly, Abuja) from 19 th –23 rd October 1999.	
8.	Test of a Good Speech. A paper presented at public speaking workshop Organized Legislative staff of the National Assembly, Abuja) from 19 th – 23 rd October 1999.	(1999)
9.	Newsgathering and Reporting: Challenges in a Democracy. A paper Presented at a workshop organized by a community Information Project at Daula Hotel, Kano) from 16 th – 18 th January, 2001.	(2001)
10.	Photojournalism. A paper presented at an in-house workshop on the Effective Legislative Information Management for Legislative Officers at Abuja from 18 th -19 th December, 2001.	(2001)
11.	Legislative News Coverage and Legislative News Writing. A paper Presented at the National Assembly, Abuja for the Legislative News Writers from 18 th – 19 th , 2001.	(2001)
12.	Transparency and Accountability in Governance (Anti-Corruption Drive), Organized for Senior Public and Political Office Holders in Kaduna State, From 28 th -30 th September, 2009	(2009)
13.	Research Proposal Writing & Research Grant Management Capacity Building Workshop, University of Turku, Finland, From 13 th - 17 th June, 2022.	(2022)

Co-Edited Books:		Date from – Date to
1.	Jika, A., Ali, M.B. (2002) Mass Media and National Development: A Book of Reading, Kano, Munawwar Books International.	(2002)
2.	Malam, M.N., Ali, M.B. (2005) Perspectives on Mass Communication Issues: A Book of Reading 1, Kano, Gidan Dabino Publishers. Revised By Ahmadu Bello University Press (2014).	(2005)

Book Chapter		Date from – Date to
1.	Nollywood and the Quest for Socio-Cultural Identity in Nigeria (TETFUND) By Femi Okiremuette Shaka, Muhammad Bashir Ali & Binta Kasim-Mohammed	2022
2.	History of Advertising in Nigeria with (National University Commission, NUC)	2023

	Administration:	Date from – Date to
1.	Executive Chairman, Zaria Local Government Council	(1996)
2.	Deputy Director, Directorate of Hansard Reports (Information and Publications) Kaduna State House of Assembly, Kaduna. (October 1991-December, 1993)	(October 1991-December, 1993)
3.	MD/CEO, KSMC Kaduna, August 2008-May 2011	2011
4.	Professor & HOD, Kaduna State University, May, 2016- July, 2023 Director, University Advancement, 20	2016 To 2023
5.	University Responsibilities: <ul style="list-style-type: none"> ● Member, Central Store Purchasing Committee (1995-2005) ● Member Honorary Degree Award Committee, (1998-2002) ● Senate Representative on Honorary Degree Committee (1998-2000) ● Member, University Public Relations Committee (1999- 2000) ● Member, University Convocation Committee(2001) ● Member, Visitation Panel to the National Institute for Public Information (NIPI), 2005 ● Chairman, University Public Relations Committee (2001-2005) ● Acting Head, Department of Mass Communication (1999-1999)- Chief Examinations and academic Officer ● Head, Department of Mass Communication & Senate Member (1999-2002) ● Member, University Public Lecture Series (2006).Member, Think-Tank Committee On the Urgent Need to Revamp Primary and Secondary Education in Kaduna State, 25th June- July, 2007 ● Member, University Housing Committee (2007-2009) ● Visiting Lecturer, Kaduna State University (2007-2013) ● Member, Local Organizing Committee, African Council for Communication Education (ACCE) Conference, BUK (2012) ● Member of the National Universities Commission (NUC) Ad-hoc Accreditation Panel to Evaluate Mass Communication Programme at Bowen University, Iwu, From 23rd-25th November, 2017. ● Certificate of Attendance, Mainstreaming the Teaching of Investigative & Data Driven Journalism as Tools for Fighting Corruption in Mass Communication Training in Nigeria Organised by Faculty of Communication, BUK with Support From MacArthur Foundation, from 7th-8th August, 2018. 	
	Departmental Responsibilities: <ul style="list-style-type: none"> ● Departmental Exam Officer (1987-1991) ● Coordinator, Professional Diploma Programme (1997-2001) ● Member, Departmental A & PC (2003-2006) ● Member, Departmental Curriculum Review Committee ● Coordinator, Post-Graduate Programs (2003 to 2008) ● Coordinator, PhD Program (2015 to Date) 	

	<ul style="list-style-type: none"> Faculty Representative, Board of the Faculty of Earth and Environmental Sciences (2016-2018) 	
	<ul style="list-style-type: none"> Directorate Responsibilities: <ul style="list-style-type: none"> Seeking for collaboration on behalf of the University Establishing linkages with other institutions Promoting the activities of the university Dealing with Alumni of the University Establishing contact with stakeholders Advancing the interest of the University to the outside world 	
	<ul style="list-style-type: none"> Deputy Vice Chancellor Administration's Responsibilities: <ul style="list-style-type: none"> Assisting the Vice Chancellor in the day-to-day Administration of the University Heading statutory and non-statutory University Committees Preparing Senate schedules Any other responsibility given by the Vice Chancellor 	

Community Service:		Date from – Date to
1.	Member, Zaria Educational Development Association (ZEDA)	2005-till Date
2.	Member, Zazzau Emirate Council	(March to October, 1996)
3.	Patron, Waje Development Association	1998
4.	Grand Patron, Kaduna State Students Association (BUK Chapter)	2003
5.	Member, Kubanni Development Association	1993
6.	Member, Zazzau Youth Forum	2009
7.	Patron, Muslim Refresher Program, Zaria.	1995

Consultancy:

<ul style="list-style-type: none"> Consultant, Procurement and Setting up of Laboratory Equipment/Radio & Television Studios, Kaduna State University (2010) Consultant, Communication Strategy for Rule of Law and Anti-Corruption (RoLAC) Programme, British Council, on Violence against Persons Prohibition Act (VAPP), Child Rights Act (CRA) and Disability Act at Abuja, Lagos, Kano, Anambra and Adamawa States. (18th March-19th April, 2019). Consultant, Communication Strategy for Rule of Law and Anti-Corruption (RoLAC) Programme, British Council, on Simplified Version of Child Rights Act (CRA) and Disability Act at Abuja, Lagos and Anambra States.(3rd June-31stAugust, 2019). Member of the NUC Ad-hoc Accreditation Panel to Evaluate Mass Communication Programme at Evangel University, Akaeze; Ebonyi State University and Abia State University, From 28th October-6th November, 2019 Member of the NUC Ad-hoc Accreditation Panel to Evaluate Information and Media

Programme at Pan Atlantic University, Lagos From 11th-14th November, 2019.

- Member of the NUC Ad-hoc Accreditation Panel to Evaluate Mass Communication Programme at Paul University, Awka, From 25th-27th November, 2019.
- Chairman, NUC Resource Verification Visit to Proposed Undergraduate Programme in University of Calabar, From 27th-30th November, 2019.
- Resource Person, Comprehensive Review of the Curriculum of Nigerian Universities by the NUC- (15th February, 2021-Date).
- Member of the NUC Ad-hoc Accreditation Panel to Evaluate Mass Communication Programmes at Dominican University, Ibadan, Oyo State, Adeleke University, Ede, Osun State, and Oduduwa University, Ipetumodu, Osun State, From 6th April to 14th April, 2021.
- Chairman of the NUC Ad-hoc Accreditation Panel to Evaluate Mass Communication Programme at Achievers University, Owo, Ondo State, From 28th to 30th April, 2021.
- Consultant of National Board for Technical Education (NBTE) 2020 – till Date

Referees:

1.) Professor Abdallah Uba Adamu	Immediate Past Vice Chancellor, National Open University of Nigeria. (auadamu@yahoo.com)
2.) Professor Umaru A. Pate	Vice Chancellor, Federal University, Keshere, Gombe State (umarupate@yahoo.com , umarupate@gmail.com)
3.) Prof. Suleiman Salau	Department Of Mass Communication Ahmadu Bello University, Zaria