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KASU Hosts 20th Professorial Inaugural Lecture as Professor Ayodele Joseph Explores the Evolution of Nigerian Film and Culture

By: Caleb Kanda



Kaduna State University (KASU) on Thursday, July 30, 2026, held its 20th Professorial Inaugural Lecture at the 1,000-Seater Auditorium, where Professor Ayodele Babatunde Joseph of the Department of Mass Communication delivered an insightful presentation titled, "Frame by Frame: Tracking the Trajectory of Complex Themes in Nigerian Film and Culture."

Speaking on the theme of the lecture, Professor Joseph described Nollywood as an institution that has evolved beyond entertainment into a powerful instrument for preserving culture, influencing public opinion, strengthening national identity, and shaping Nigeria's image before the international community.

Drawing from more than two decades of research, he examined the social, cultural, political, religious, and economic realities reflected in Nigerian films and explained how these themes have influenced the growth and development of the industry.

The professor explored several aspects of

filmmaking, including audience preferences, the portrayal of women in films, the effects of cultural imperialism, censorship and regulation, the importance of technological advancement, and



Professor Ayodele Joseph Babatunde Delivering 20th Professorial Inaugural Lecture

the role of cinema in promoting national development.

Professor Joseph further emphasised the importance of preserving indigenous values and ensuring that filmmakers remain committed to telling authentic Nigerian stories capable of



competing on the global stage. He also advocated greater investment in research, innovation, professional training, and stronger partnerships among institutions and stakeholders within the industry.

He noted that cinema remains one of the most effective tools for preserving history, promoting culture, inspiring future generations, and projecting the identity of a nation to the rest of the world.

Earlier in an opening remarks, the Deputy Vice-Chancellor (Academic), Professor Yusha'u Ibrahim Ango, welcomed guests to the university's 20th inaugural lecture and emphasised the importance of research in advancing knowledge and national development. He stated that the lecture would provide the



journey and his extensive contributions to the fields of film studies, communication, and cultural research.

Before the lecture began, the audience watched a citation highlighting Professor Joseph's academic accomplishments, professional development, research interests, and contributions to scholarly activities.

The lecture ended with the former Vice Chancellor of Federal University Kashere, Gombe State Professor Umar Pate, Chairman of KASU Inaugural Lecture Committee Professor Bala Dogo, and other principal officers of the university presenting a commemorative plaque and a certificate to Professor Joseph in recognition of his outstanding presentation.

