

## CURRICULUM VITAE

### SECTION A: GENERAL INFORMATION

1. a. Name: Egbulefu, Chamberlain Chinsom.  
b. Date and place of Birth: 25th March 1965, Umuojima Okereke Village, Osisioma Ngwa, LGA, Abia State.  
c. Marital Status/No of children/Ages: Married/3 (16, 13 and 10)  
d. Nationality: Nigerian.  
e. Permanent Home Address: Umuojima Okereke Village, Osisioma Ngwa, LGA, Abia State.  
f. Postal Address: C/O Department of Mass Communication, Benson Idahosa University, Benin City, Edo State.  
g. Present Position: Senior Lecturer  
h. Department: Mass Communication.

### SECTION B: QUALIFICATIONS

#### A University Attended

	Date
Benue State University, Makurdi	2008 - 2017
Benue State University, Makurdi	2002 - 2006
University of Nigeria, Nsukka	1991 - 1995
University of Nigeria Nsukka,	1987 - 1989

#### Post Primary school

St. Ephraim's Sec. Sch. Owerri-nta, Imo State	1978 - 1983
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### ACADEMIC QUALIFICATIONS

PhD. Mass Communication,	Feb. 28 <sup>th</sup> 2017
M.Sc., Mass Communication	May 25 <sup>th</sup> , 2006
B.A, Mass Communication,	May, 1995
Diploma (PR and Advertising)	Sept. 1989
WASC / GCE	June, 1983

### TEACHING AND PROFESSIONAL EXPERIENCE

- A. Date of Employment** 2008–2009,2016 till date
- Facilitator - National Open University of Nigeria,  
**Date of Employment** 2006 – 2009
  - Resource Person - International Institute of Journalism, Abuja  
**Date of Employment** 2007 – 2008
  - Part Time Lecturer - Benue State University of Makurdi,
- B. Period of full time teaching in Benson Idahosa University,  
Department of Mass Communication** 2009 till date

### **C. COURSES TAUGHT**

MAC 112:	History of the Nigerian Mass Media
MAC 111:	Introduction to Broadcasting.
MAC 124:	Introduction to Speech.
MAC 213:	Principles of Advertising.
MAC 214	Elements of Journalistic Style
MAC 216:	Radio TV Operations.
MAC 215:	Marketing Foundation for Advertising and Public Relations .
MAC 218:	Advertising Creative Strategies and Tactics.
MAC 217:	Principles of Public Relations.
MAC 223:	Mass Media and Society.
MAC 226	Business and Economic Reporting.
MAC 313:	Issues in Nigerian Mass Media History.
MAC 316:	Investigative and Interpretative Reporting.
MAC 319:	Advertising Media Planning.
MAC 327:	Speech Writing and Delivery Techniques.
MAC 329	Advertising and Public Relations Research.
MAC 410	Data Analysis in Communication Research.
MAC 417:	Science and Technology Reporting.
MAC 415:	Organization and Management of Advertising Agencies and Public Relations Consultancies.
MAC 420:	Health and Population Reporting.
MAC 424:	Media Management.
MAC 426:	Photojournalism.
MAC 427	Photo Editing, Reversal Film Processing and Industrial Commercial Photography

### **CONFERENCES ATTENDED**

- 4th Faculty of Arts National Conference, Benue State University 14-16th July, 2008. Paper presented "The Impact of NAFDAC on Health in Nigeria: The Public Relations Approach."
- 3rd National Conference on the Family Organized by the Centre for Family Development (CEPAD) ALGON Hall, Benue State University, Makurdi. 23rd - 27th March 2009.

Paper presented "Marriage, Spirituality and the Family: Spiritual and Communication Perspectives".

- A Conference in Honour of Professor Sylvanus, A. Ekwelie, University of Port-Harcourt, 17th - 20th April, 2012. Paper presented "Advocacy Role of Edo State Chapter of Nigerian Association of Women Journalists (NAWOJ) in the Fight against Domestic Violence on Women".
- Annual Conference / AGM of the Nigerian Institution of Public Relations Titled: "Public Relations and the Challenge of Managing Public Opinion in Critical Campaign" Held at Rudy Court Event Centre, Oke-Ijebu, Akure, Ondo State. December 3 – December 6, 2012.
- 2nd Annual National Conference of the Association for Promoting Academic Researchers and Developments in Nigeria (APRADN): A Multidisciplinary Association held at Benson Idahosa University, Benin City, Edo State. 22nd - 26th April 2013". Paper presented: "Communication a Pre-requisite for Agricultural Education Development."
- 17th National Conference of the Africa Council for Communication Education, Tagged "UNICAL 2015" held at the Department of Linguistics and Communication, University of Calabar, Cross River State.
- Annual Conference / AGM of the Nigerian Institute of Public Relations Titled: "Networking for National Economy: The Strategies of Agriculture and Communication held at Premier Hotel, Mokola Hill, Ibadan, Oyo State, from 13th - 15th April, 2016.
- Academic Writing Workshop for Young Academics in Africa: The Journal Article organized by Centre for Language Research and English Proficiency in Benson Idahosa University, Benin City on May 28, 2018
- Mass Media Actions in Africa and Establishment Policies of Unity, Integration and Development in Nigeria. Paper Presented at the International Conference on Free And Responsive Mass Media in Africa, University of Cape Coast, Ghana on June 4, 2019
- Newspaper Coverage of Emerging Trends of Masculine Violence Against Women in Nigeria .A paper Presented on Academic Writing and Grantsmanship Workshop Organized by the Centre for Language Research and English Proficiency Held at Benson Idahosa University, Benin City, on April 26 – 28, 2019
- Towards Understanding the Use of Digital Media in Enhancing Business and Organizational Communication. Paper Delivered at the 21<sup>st</sup> Conference of the African Council for Communication Education Held at the National Open University Nigeria, Abuja, on 22- 25 October, 2019

## PUBLICATIONS

### i Books

- 1 Egbulefu, C. C. (2015) *The Place of Public Relations in NAFDAC Operations*, Germany: Lambert Academic Publishing.
- \*2 Egbulefu, C. C. (2018) *An Evaluation of Public Relations Strategies of National Youth Service Corps and National Orientation Agency for Nigeria's Integration*, Berlin-Germany: Galda Verlag Academic Publishers

### ii Chapters in Books

- 3 Egbulefu, C.C. (2007). "The Effective Use of House Journals in Public Relations Practice" In Nwosu, .I. (ed.) *Public Relations Insight from Nigeria*, Enugu: Ezu Books Ltd. pp. 59-71
- 4 Egbulefu, C.C. (2011). "Understanding the Organization and the Editorial Policy of Newspapers and Magazines" in Aghayere, V.C, Iyoha, F.B and Amadasun, A.K (ed) in *In Search of Sustainable Development Alternative in Nigeria*, Edo State: Centre for Development Integration in Africa and Institute of Governance and Development, Ambrose Alli University, Ekpoma, Edo State. PP. 38 - 46
- 5 Egbulefu, C.C ( 2014) "Principles of Advertising" in Sambe, J.A (ed) *Mass Media Module for Tertiary Institutions in Nigeria*, Benin City: Department of Mass Communication, Benson Idahosa University. PP.47- 63
- 6 Egbulefu C.C and Ojete, E.N (2014) "Advertising Media Planning" in Sambe, J.A (ed) *Mass Media Module for Tertiary Institutions in Nigeria*, Benin City: Department of Mass Communication, Benson Idahosa University. PP.89-102 19.
- \*7. *Popola, M & Egbulefu, C. C (2018) "Corporate Social Responsibility as a Strategy for Effective Business Management" in Asemah, E and Popoola, M. (ed) Corporate Social Responsibility and Sustainable Development in a Changing World.PP.8 - 17*
- \*8. *Kediehor, C. & Egbulefu, C. C (2019) "Framing American Politicians through Photo Manipulation: A "Structuralist" Reading of Vanguard, Punch and Nigeriana News" in Endong, F.P.C (ed) Popular Representations of America in Non – American Media IGI Global pp.220 - 242.*

### iii Journal Articles

9. Egbulefu, C.C. (2009). "Why Public Relations Practice?" *Nigerian Mass Communication Association Journal (Maiden Issue)*, pp. 150-161
10. Keghku, T & Egbulefu, C.C. (2009). "Socialization and Inter-Cultural Communication: A Synergistic Approach for Effective Community Relations in Nigeria" *NIPR Journal Vol. 6*, Nos. 1 & 2. pp. 157-165.
11. Egbulefu, C.C. (2010). "Awareness of Defamation among Journalists in Abuja". *Makurdi Journal of Communication Research Vol. (1)*, No. 2, pp. 106-119
12. Keghku, T & Egbulefu, C.C. (2012). "Strategies for Managing International PR Practice: Lessons for Nigerian Public Relations Practitioners and Diplomats" *Kwararafa Journal of Contemporary Research -Vol., 1*, No. 1, pp. 1-14.
13. Okeibunor, N.B. & Egbulefu, C.C. (2012). "Advocacy Role of Edo State Chapter of Nigerian Association of Women Journalist (NAWOJ) in the Fight against Domestic Violence on Women. *Journal of Linguistics and Communication Studies*, Vol.2, No. pp. 175-190.
14. Osaigbovo, J.A. & Egbulefu, C. C. (2013). "Global Ranking of Nigerian Universities: Challenges and Way Forward". *Journal of Collaborative Research and Development (JRRD)*. Vol.1. No.2, pp.107 - 122.
15. Egbulefu, C.C. & Tarsea-Anshesha Mercy (2013) "Communication a Pre-requisite for Agricultural Education Development". *Journal of Collaborative Research and Development (JRRD)*. Vol.1. No.2, pp.135-147.
16. Egbulefu, C.C. & Okeibunor, N.B. (2015). "A Critical Analysis of Lobby and Lobbying Techniques in Persuasive Communication" *Certified Accountant: A Bi-Monthly Journal of the Association of National Accountants of Nigeria*. July - August, pp.41-46.
17. Egbulefu, C.C and Gbadan, J. C. (2017), "Potential of Public Relations Tools in Enhancing Nigeria's Integration through the National Youth Service Corp " *Journal of Communication and Media Research*, Vol. 9 No. 2, pp. 234 – 243.

- \*18 Chiakaan, G.J. & Egbulefu, C.C. (2018) “Evaluation of Public Relations Practice of Selected Tertiary Institutions in Benue and Nasarawa States in Relationships Management”. *TSU Journal of Communication and Media Studies, Vol.1, No.1 PP.128-142*
- \*19. *Edafienene, K.A. & Egbulefu, C.C. (2018)*”Discourse on Media Masculine Crisis and Gender-based Violence against Women in Nigeria” *TSU Journal of Communication and Media Studies, Vol.1, No.1 PP.85-101*
- \*20. Egbulefu, C.C & Adeyeye, J.O (2018) An Appraisal of Ethical Issues in Journalism Practice: The Nigerian Case in Perspective. *International Journal of Multi-Disciplinary Approach and Studies vol.5, No.2. PP 18- 36*
- \*21. Egbulefu, C.C. & Tarsea-Anshesha, Mercy (2019) Discourse on Public Relations Research: An Imperative for Public Relations Practitioners. *Journal of Communication Development and Media Research, VOL.1, No.1.PP.238 – 253.*

**Journal Article accepted not yet published**

22. Egbulefu, C. C (2019) Didactic Studies in Public Relations and Advertising Models, *West African Social and Management Sciences Review.*
- 23 Kediehor, C. & Egbulefu, C.C. (2019) Mass Media Actions in Africa and Establishment Policies of Unity, Integration and Development in Nigeria. University of Cape Coast, Ghana

**Membership of Learned Society**

<b>Societies</b>	<b>Title</b>	<b>Date</b>
Nigerian Institute of Public Relations	Associate Member,	2007
Association for Promoting Academic Researches and Development in Nigeria (APRADN): A Multidisciplinary Association	Member	2013
National Council for Communication Education	Member	2015
Institute of Policy Management Development	Fellowship	2018

**AWARD**

<b>Institution</b>	<b>Title</b>	<b>Date</b>
National Youth Service Corps	Merit	1996.

**SECTION C: ADMINISTRATION EXPERIENCE**

<b>Coordinator</b>	<b>Post</b>	<b>Date</b>
Department of Mass Communication, BIU	Seminar Coordinator	2016–till date

**Service on University Committees**

<b>Committees</b>	<b>Post</b>	<b>Date</b>
BIU University Security Committee	Member	2012 – 2014.
BIU Inaugural /Public Lecture Committee	Member	2014–till date.
FSMS Examination Misconduct Committee, BIU	Secretary	2014 – 2016.
FSMS Examination Misconduct Committee, BIU	Member	2016 –. 2018.
FSMS Examination Misconduct Committee, BIU	Chairman	2019 till date.

**Service to Relevant Public Bodies**

<b>Body</b>	<b>Assignment</b>	<b>Date</b>
Mbutu Umuojima Okereke Community Development Union, Osi-Oma Ngwa L.G.A, Abia State	President General	2012 till date.
Mbutu Umuojima Okereke Workers' Union, Osi-Oma Ngwa L.G. A. Abia	Vice President	2013 till date.
Mountain of Fire and Miracles Ministries, Aso-Pada, New Karu LGA, Nasarawa State	Administrator	2005 – 2009
Mountain of Fire and Miracles Ministries, Ugbor Raod, Benin City, Edo State	Teenage Minister	2013 till date.

**REFEREES****PROFESSOR ANDREW, O. ORONSAYE**

Department of Political Science,  
Benson Idahosa University,  
Benin City, Edo State  
08023397401

**TYOTOM KEGHKU (Ph.D)**

Department of Mass Communication  
Benue State University, Makurdi  
09072727400.

**DR. KINGSLEY, A. EDAFIENENE**

Department of Mass Communication,  
Benson Idahosa University,  
Benin 0813049885