

CURRICULUM VITAE

Name: OYESOMI. Kehinde Opeyemi (Nee Farinde)
Sex: Female
Date of Birth: September 10, 1978
Place of Birth: Mushin, Lagos State
State (if Nigerian): Osun State
Marital Status: Married
Number of Children: One (1)
Contact Address (Office and Business): Department of Mass Communication, College of Business and Social Science , Covenant University, PMB 1023, Ota, Ogun State, Nigeria.
Residential: Block D301, PQ Quarters, Covenant University, Canaanland Ota, Ogun State Nigeria.
Telephone Number(s): +234-8034628510, +2348098780910
E-mail Address: Kehinde.oyesomi@covenantuniversity.edu.ng

EDUCATIONAL HISTORY

Schools/Institutions Attended

S/N	Degree Level	Type	Year	Grade	Institution
a	1 st Degree	B.Sc	2004	2 ¹	University of Lagos, Akoka
b	2 nd Degree	M.Sc	2006	Ph.D Grade	University of Lagos, Akoka
c	3 rd Degree	Ph.D	2013		Covenant University, Ota

TEACHING QUALITY

S/N	Type	Name	From	To	Begin Status	End Status
1.	University	Covenant University	2007	2011	Assistant Lecturer	October, 2011
2.	University	Covenant University	2011	2014	Lecturer 11	August 2014
3.	University	Covenant University	2014	Present	Lecturer 1	

WORKING EXPERIENCE

September 2004-2005: NYSC- Feature Writer/Reporter, Daily Star Newspaper, Enugu
August 2007 to date: Lecturer, Covenant University, Ota, Ogun State

Publications

Journals:

1. **Farinde, K.O (2008).** Nollywood: The Portrayal of the Nigerian Society. *International Journal of Communication*. No.9, December: 282-290
2. **Oyesomi, K.O (2010).** Making a difference in HIV/AIDS awareness for Nigeria's development: The role of the media. *International Journal of Communication*. No.12. December.Pp.104-116.
3. **Oyesomi, K.O (2011).** An appraisal of Nigerian Newspapers coverage of women's participation in 2007 elections. *Fort Hare Journal of Communication, South Africa*. Vol. 17. Pp.112-136
4. **Oyesomi, K.O and Oyedepo, T. (2013).** Celebrity Advertising and Brand Loyalty: A Study of Chivita Fruit Juice. *International Journal of Social Science and Humanities Review*
5. **Oyesomi, K.O and Okorie, N. (2013).** Radio and political mobilisation of women in Ado-Odo/Ota Local Government of Ogun State. *Global Journal of Applied Management and Social Sciences*. Vol2
6. **Okorie N, Oyesomi, K, Oyero S, Olatunji R, Soola E.(2014)** **Effective Use of Information Sources for Breast Cancer Care:Interplay of Mass Media and Interpersonal Channels.**
7. Oyesomi, K, Oyero O and Okorie N (2014). Media Advocacy, Development Journalism and Child Right issues in Nigeria. *Scholars Journal of Arts, Humanities and Social Sciences*. 2(2), 261-265.
8. **Oyesomi, Kehinde, Okorie Nelson, Omole, O.M. (2014).** How sociable are women on Social Media? An experiential Study on Nigerian women. *International Journal of Research in Social Sciences*, 4(3),
9. **Oyesomi Kehinde ; Okorie Nelson, Ahmadu Frederick and Itsekor Victoria.(2014).** Where is the African culture? Assessing the uniqueness of indigenous communication in galvanising women's political participation at the local level. *Journal of New Media and Mass Communication*.
10. **Okorie N, Oyesomi, K and Kayode-Adedeji K. (2014).** Development journalism, africa and breast cancer care among women. *The International Journal of Humanities and Social Studies*

11. **Oyesomi Kehinde , Ahmadu Frederick and Itsekor Victoria.(2014)**. Facebook and political communication in the 2011 general elections. *Journal of Research on Humanities and Social Sciences*
12. **Oyesomi and Oyero (2015)**. Perceived influence of television cartoons on Nigerian children's social behaviour *Estudos em Comunicação*,
13. **K Oyesomi, F Ahmadu, A Solarin (2015)**. Perceived Influence of Customer's Image of an Organisation on Patronage: A focus on ECOBANK. *Global Journal of Applied Management and Social Sciences*.
14. **Bello A, Oyero S, Oyesomi K, Amodu L (2015)**. Music appeal in Advertising and Product recall in Children. *Journal of Integrated Marketing Communication*.

BOOK CHAPTERS

15. **Farinde, K.O (2008)**. Enhancing peace building and reconciliation through communication and youth empowerment. *African Council for Communication Education*. Pp. 97-107
16. **Farinde, K.O (2010)**. Gender equality: An imperative for sustainable development towards the attainment of the MDGs. The role of the media. In Ralph Akinfeleye (eds). *Mass Communication: A Book of Readings*. Pp.211-227
17. **Oyesomi, K.O (2010)**. Female Genital Mutilation and its challenges for Nigeria's development in the 21st century: A communication perspective. In Ekeanyanwu N. & Okeke C. (eds.) *Indigenous Societies and cultural globalization in the 21st century- Is the global village truly real?*. Germany: VDM Verlag Dr. Müller. Pp.88-103
18. **Oyesomi, K. O and Oyero, O. S. (2014)**. Women's political invisibility in Nigeria and need for Deliberate media agenda *Discourse on Media and Women's (and Minorities) Participation in Politics and Leadership*. Newcastle: Cambridge Scholars Publishing.

COURSES TAUGHT

Principles of Public Relations
 Public Relations Evolution, Theory and Practice
 Public Relations in Practice
 Media analysis in Public Relations
 Public Relations Consultancy
 International Public Relations
 Corporate Social Responsibility and Business Ethics
 News writing and Reporting
 Specialized Reporting
 Investigative and interpretative Reporting

ACADEMIC BODIES

Member, African Council for Communication Education (ACCE)

PROFESSIONAL BODIES:

Member, Certified Marketing Communication Institute of Nigeria (CMCIN)

COMMUNITY DEVELOPMENT AND ADMINISTRATIVE APPOINTMENTS

- Member, Faculty Support Programme (FSP)
- Member, Covenant University Scholastic Aptitude Test (CUSAT)
- Member, Praise Team, Faculty fellowship
- Departmental Part-time (Undergraduate) Coordinator
- Coordinator, Departmental Final Year Research Project
- Course Adviser, 400 Level
- Staff Adviser, Covenant University Communication Students Association
- Time table Officer, Department of Mass Communication, Covenant University, Ota
- Secretary, College Registration Committee, Covenant University, Ota
- Member, Local Organising Committee for hosting of 14th National conference of the African Council for Communication Education, Nigeria chapter, held at Covenant University, Ota, Nigeria.(September 20-22, 2011.
- Member, Local Organising Committee for hosting 3rd Idowu Sobowale Conference held at Covenant University, Ota, Nigeria (Oct 27-28, 2015)
- Public Relations Officer, Covenant University Staff Cooperative Society
- Editor-in-Chief, Cooperative World magazine, a publication of Covenant University Staff Cooperative Society

Conferences Attended with Papers Presented

1. **Farinde, K. O. (2008).** African Council for Communication Education Conference on “Communication approaches to Peace Building in Nigeria”- 6th-8th August, 2008. Presented a paper on “Enhancing peace building and reconciliation through communication and youth empowerment . Delta State University, Abraka.
2. **Farinde, K. O. (2009).** Idowu Sobowale Conference- Olabisi Onabajo University, Ago Iwoye, Ogun State. “Media, Governance and Development”-30th March-Ist April, 2009. Presented a paper on “Making a difference in HIV/AIDS awareness for Nigeria’s Development: The role of the Media”

3. **Farinde, K. O. (2009).** 4th Women in Africa and the African Diaspora (WAAD) International Conference on “Education, Gender & Sustainable Development in the Age of Globalization” Abuja, Nigeria (3-8 Aug; 2009) presented a paper on “An appraisal of Nigerian Newspaper coverage of women’s participation in 2007 general elections
4. **Oyesomi, K.O and Oyero, O.S. (2011).** 14th National conference of African Council for Communication Education at Covenant University, Ota, Ogun State. September 20-22, 2011. Presented a paper on “An appraisal of Nigerian Newspaper coverage of women’s participation in 2011 general elections.
5. Oyesomi, K.O (2013). 2nd Soola Conference on Communication at University of Ibadan, Oyo State. April 17-20. Presented a paper on “Facebook and Political Communication in the 2011 general elections”
6. **Oyero, O., Oyesomi, K., Abioye, T., Ajiboye, E., Kayode-Adedeji, (2015).** **2nd CU International Conference on African Development Issues.** Mon.11th – Wed.13th May, 2015. Presented paper on :Behavioural Practices and Climate Change Awareness in Ado Odo/Ota, Ogun State, Nigeria: Implications for Communication and Development Agenda.
7. **Oyesomi, K.O ,Oyero, O.S, Igbino (2015).** 17th National conference of African Council for Communication Education at University of Calabar, Cross River State. October 20-23, 2015. Presented a paper on “THE USE OF RALLY AS A PUBLIC RELATIONS STRATEGY FOR PUBLIC ACCEPTANCE OF A POLITICAL PARTY: A FOCUS ON APC LAGOS STATE..
8. Oyesomi, Soola, Abioye and Oyero (2015). Perception of women on the role of indigenous communication in politics: A study of Ado-Odo Ota, Ogun State, Nigeria 23rd Ibima Conference, Valencia Spain, 13-14 May, 2015 . (CPCI)

WORKSHOP ATTENDED

CODESRIA Scholarship to attend the Workshop on Qualitative Research Methodology. Held August 3-8 2008, University of Ibadan, Ibadan, Nigeria

RESEARCH FOCUS

As a communication scholar, I view myself as a general communicator with a research focus on media and gender, political communication as well as development communication.

ACADEMIC DEVELOPMENT PLAN:

Immediate Career Plans: My immediate career plan and goal is to publish in high impact and reputable international journals and to do my Post-Doctoral Research Fellowship in any of the leading Universities in Africa/Europe/America.

Mid-Term Career Plans: My mid-term career plan and goal is to be a renowned scholar in my area of discipline. Making impact and to be a good ambassador of the university anywhere I go.

Long-Term Career Plans: My long-term career plan is to become a well-known Nigerian/international Professor in and outside the country through sound scholarship and mental productivity.

REFEREES:

Professor. E. O. Soola. Department of Communication and Language Arts, University of Ibadan, Ibadan. (eosoola1@yahoo.com, +2348037222164).

Professor Abiodun Salawu, Department of Communication, North West University, South Africa (salawuabiodun@gmail.com or abiodun.salawu@nwu.ac.za, +27732793240).

Dr. Oladokun Omojola. Head of Department, Mass Communication, Covenant University, Ota, Nigeria (ola.omojola@covenantuniversity.edu.ng +2348037261005).

