

CURRICULUM VITAE

NWOKEOCHA Ifeanyi Martins, PhD

Date and Place of Birth: July 2, 1983, Umunoha, Mbaitoli L.G.A, Imo State.

Gender: Male

LGA.: Mbaitoli

State of Origin: Imo

Nationality: Nigeria

Permanent Home Address: Umunoha, Mbaitoli LGA, Imo State

Current Home Address: 17 Isong Udoito Street, Eket, Akwa Ibom State,

Bayelsa Address: Elebele Ogbia LGA, Bayelsa State.

Phone:+2348038592101

Email:giftedmartins41@gmail.com, giftedmartins83@gmail.com

Marital Status: Married

INSTITUTIONS ATTENDED:

a) Higher Education Institution Attended with Dates

i.	Anambra State University, Igbariam Campus	2015 to 2022
ii.	Anambra State University, Igbariam Campus	2012
iii.	Noesis Computer Institute, Ikot Ekpene	2010
iv.	Anambra State University, Uli	2008
v.	Umunoha Sec. School, Umunoha	2002
vi.	Umuokparafor Comm. Sch. Umunoha	1995

b) Academics Qualifications with Date

i.	PhD, Mass Communication/Media Studies	2022
ii.	MSc, Mass Communication	2012
iii.	BSc, (Hons) Mass Communication	2008
iv.	Diploma in Computer Studies	2010
v.	Senior Sch. Certificate Examination	2002
vi.	First School Leaving Certificate	1995

PROFESSIONAL AFFILIATIONS

- Member, African Council for Communication Education (ACCE)
- Member, Association of Media and Communication Researchers of Nigeria (AMCRON)
- Member, Nigeria Union of Journalists (NUJ)
- Member, Nigeria Institute of Public Relations (NIPR)

TRAINING PROGRAMMES ATTENDED

1. National Board for Technical Education (NBTE) Training themed 'Baseline Assessment of Digital Literacy and Proficiency on Emerging skill in ICT from 20th – 22nd Oct., 2021 at Auchi Polytechnic, Auchi, Edo State, Nigeria.

2. Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, New Delhi, India, Faculty Development Programme (2022) International Webinar on Selection of Research Topics and Manuscript Drafting, December 21 – 28, 2022

CONFERENCES ATTENDED/ PARTICIPATED

1. 2024 NDLEA/COOU Mass Communication National Conference theme: Communication, Artificial Intelligence and Drug Abuse. June 4 – 6, 2024.
2. Oko Mass Communication Conference 2024, Theme: Harnessing, New Media Potential for Nigeria's Economic Recovery 31 July – August 2, 2024.
3. 1st ICEBSS (International Conference on International Conference on Economic Business and Social Science), March 25, 2023, Jakarta, Indonesia: Paper presented: Reviving the Nigerian Economy: The Role of Business Transformation and Media Strategies in a Post-Recession World
4. African Council for Communication Education (ACCE) Nigerian Chapter Participated at the 23rd International Conference of the Council tagged "UNIZIK 2022" held at the Dept of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria from Jan 24-27, 2023
5. Participated at a two- day Conference with the theme: Indigenous/ Modern Communication Systems and Africa's Development Crises held at Department of Communication Arts, the University of Uyo on March 18, 2011

WORK EXPERIENCE:

- | | |
|--|--------------|
| i. Lecturer I,
Federal University, Otuoke, Bayelsa State | 2023 to date |
| ii. Chief Lecturer | 2023 |
| iii. Principal Lecturer,
Heritage Polytechnic, Eket, Akwa Ibom State. | 2020 to 2023 |
| iv. Dean Student Affairs,
Heritage Polytechnic, Eket, Akwa Ibom State. | 2019 to 2023 |
| v. Director, News and Current Affairs, Heritage 104.9FM,
Heritage Polytechnic, Eket, Akwa Ibom State. | 2018 |
| vi. Deputy Rector, Heritage Polytechnic,
Eket, Akwa Ibom State. | 2017 to 2019 |
| vi. Lecturer, (Part Time) ISCOM University, Cotonou,
Benin Republic. | 2016 |
| vii. Dean, School of Management Sciences
Heritage Polytechnic, Eket, Akwa Ibom State. | 2014 to 2017 |

viii.	Producer/ Presenter, Speak it Right and Gospel Vibes, Heritage Radio, 104.9 FM, Eket.	2014 to date
ix.	Lecturer II, Ag. Head, Department, Mass Communication, Heritage Polytechnic, Eket, Akwa Ibom State.	2012 to 2014
x.	Lecturer II, Mass Communication Department, Heritage Polytechnic, Eket, Akwa Ibom State.	2010 – 2012
xi.	Lecturer1 (Part-Time) Tansian University, Umunya, Anambra State.	2012
xii.	Teacher, English Grammar, Topfaith International School, Mkpatak, Essien Udim, Akwa Ibom State, Nigeria.	2010
xiii.	Media Assistant, Obot Akara Local Government Council (NYSC)	2010
xiv.	Lecturer, Public Speaking, Victoryland Theological Seminary, Ikot Ekpene.	2009 - 2010
xv.	Cub Reporter, Imo Newspapers Ltd, Owerri	2008
xvi.	Cub Reporter, Orient FM, Owerri	2007

RESEARCH AND TEACHING INTERESTS

- International and Intercultural Communication (news flow dynamics, media and cultural imperialism, etc)
- Mass Media and Society
- Mass Communication Law and Ethics
- Public Speaking/Speech Communication/English for Mass Communication
- Advertising/Public Relations (Integrated Marketing Communications)
- Media Organization and Management
- Political Communication/Comparative Media Systems
- Newspaper Production.
- Development Communication.
- **SCHOLARSHIP:**

- Editorial/Academic Engagements
- 1.Reviewer, International Journal of Religion, Education and Law (IJRAEL).
- 2.Reviewer, International Journal of Engineering Business and Social Science.
- 3.Reviewer, Jurnal Multidisiplin Mandama (MUDIMA) (published by Farmosa Publishers, Indonesia
- 4. External Examiner (Academia) Akwa Ibom State Polytechnic, Ikot Osurua
- 5. Member, Editorial Team, Asian Journal of Social and Humanities (AJOSH)
- 6. Reviewer, International Journal of Educational and Life Sciences.

PUBLICATIONS:

Book Chapters

1. Agu Esther and **Nwokeocha, Ifeanyi Martins** (2023). Communication Strategies and their imperatives in the Attainment of Sustainable Development Goals (SDGs) in Nigeria, Media and Technology for a Better Society, Festschrift for Professor Ifeyinwa Nsude, 609-622.
2. **Nwokeocha, Ifeanyi M., (2023).** Corporate Image, Reputation Management and Organizational Branding. In: ShilpiBagga, Navita Roy and Nitin Sharma, Contemporary Studies in Managements and Current Issues. Pp. 300-320.
3. **Nwokeocha, Ifeanyi M., PhD and Nnaemeka F., (2022).** Speech Writing for Development: Exploring the Significance of Speech Communication in Development Initiatives. In: Angela Nkiru Nwammuo, Gideon Uchechukwu Nwafor, Benjamin Ndubuisi Ogbonna, (Eds), *Twenty-One Scholars' Viewpoints on Development Communication*. pp. 224 – 235.
4. **Nwokeocha, Ifeanyi M., (2012).** *Political communication and sustainable political and democratic development in Nigeria*. In: Mbuk Mboho and Herbert Batta (eds.). Communication and Africa's Development Crisis: Essays in Honour of Professor Des Wilson, pp. 341 – 348.

Journals:

5. **Nwokeocha, Ifeanyi** (2024). Job Stress and Journalists Productivity in the Workplace. International Journal of Religion, Education and Law (IJRAEL), 3 (2), 59 – 68.
6. Uwem Akpan, Philomena Umoren, **Nwokeocha Ifeanyi**, Gender Stereotypes in Nigerian Advertising: A Critical Discourse. International Journal of Global Sustainable Research (IJGSR), 2 (3), 151 – 172.
7. **Nwokeocha, Ifeanyi M. & Samuel Asuquo Etifit** (2024) Gender and Use of AI – Generated Photographs: Illusion, Delusion and Make – belief in the Digital Space, Intent Research Scientific Journal, Vol. 3 (2), 2024, 61 – 72.

8. **Nwokeocha, Ifeanyi M.** (2024). Rationalizing Training and Development in Corporate Organizations: Is Staff Development Worth it? *Journal of Pedagogical Inventions and Practices*, 29, 15 – 23.
9. **Nwokeocha, Ifeanyi M.**(2024). Total Quality Management in Media Outfits and Organizational Performance, *International Journal of Economic, Finance and Business Statistics (IJEFS)*, Vol. 2 (1), 2024: 31 – 42.
10. Uwem Akpan, Philomena Umoren and **Nwokeocha, Ifeanyi M.**(2024). Gender Stereotypes in Nigerian Advertising: A Critical Discourse, *International Journal of Global Scientific Research (IJGSR)*, Vol. 2 (3), 2024: 151 – 172.
11. **Nwokeocha, Ifeanyi M.**& Timothy E. Onyejelem, Social Media and the Practice of Public Relations in Mass Media Organizations, *Journal of Genius Repository*, Vol. 24, 2024: 1 – 10.
12. Timothy E. Onyejelem and **Nwokeocha, Ifeanyi M.**(2024). Evaluation of Child's Right Portrayal in select Nollywood Films, *International Journal of Applied and Scientific Research*, Vol. 2 (4) 2024 433 – 484.
13. Uwem Akpan, Uduak Udoudom, **Nwokeocha, Ifeanyi M.** and Innocent John (2024), Social Dynamics, Internet and the survival of Broadcast Journalism in the 21st Century, *Journal of Multidiplinary Sciences*, Vol. 2 (2), 2024: 146 – 159.
14. Uwem Akpan, Uduak Udoudom, **Nwokeocha, Ifeanyi M.** and Philomena Umoren (2024), Social Media and Emerging Behaviours of young Adults in Nigeria: Implications for Moral Development, *Traditional Journal of Humanities, Management and Linguistics*, Vol. 2 (1), 1 – 15.
15. **Nwokeocha, Ifeanyi M.**(2024). Performance Appraisal Techniques and their Effects on Organizational Growth, *International Journal of Technology and Education Research*, Vol. 2 (1), 2024: 18 – 31.
16. **Nwokeocha, Ifeanyi Martins**, (2024). Fighting Wars, killing People: New Media and Awareness of Gaza – Israeli 2023 war, *International Journal of Business and Quality Research (IJBQR)*, Vol. 2, No.1.
17. **Nwokeocha, Ifeanyi Martins**, Re-Examining Theories X, Y and Z in the contemporary media industry in Nigeria, (2024). *International Journal of Economics Business and Innovation Research (IJEIBIR)* Vol. 3, No.1, Doi: <https://doi.org/10.70799/ijeibir.v3i101.659>.
18. Ejem A and **Nwokeocha, Ifeanyi Martins**, (2023). Social Amplification and Attenuation of Flood Risk perception by Broadcast Media Risk Messages During the 2022 Floods in selected Southern states in Nigeria *IDRIM Journal*, (SCOPUS), Vol. 13, Issue I, 2023. December 13. JS. Doi:<https://doi.org/10.5595/001c.91059>.

19. Ejem, A. and **Nwokeocha, Ifeanyi M.**, (2023). Review of the Article ‘Narcotizing Dysfunction of the Social Media in Nigeria: Did the 2023 Election Experience change the narrative. Sage Advance <https://doi.org/10.31124/advance.23100518.VI>.
20. Uduak, U and **Nwokeocha, I. M.**, (2023). Digital Storytelling and the Promotion of Community-led Development Initiatives in Urban Slums, *International Journal of Integrative Research (IJIR)*, Vol. 1, No.2.
21. Ezegwu D. T., and **Nwokeocha, I. M.**, (2023). Newspaper Framing of National Drug Law Enforcement Agency (NDLEA) Activities in Nigeria, *Mass Media Review, An International Journal of Mass Communication*, Chukwueneka Odumegwu Ojukwu University, Anambra State.
22. Udoudom, U. I. and **Nwokeocha, I. M.**, (2023). Dynamics of Content Development in the Digital Broadcast Environment, *International Journal of Religion, Education and Law (IJRAEL)* Vol. 2, No. I,
23. **Nwokeocha, Ifeanyi M.**, Udoudom, U. and Ntegwang, E., (2023). New Media and Technopreneurship among young people: An Exploration. *International Journal of Social and Management Sciences*.
24. **Nwokeocha, Ifeanyi Martins** and Uwem Akpan (2023). Influence of Public Service Announcements on Primary Health Care Delivery in Nigeria, *Madani Multidisciplinary Journal*, February, 2023. Doi:<https://doi.org/10.55927/mudima.v3i2.28I9>.
25. **Nwokeocha, Ifeanyi Martins**, (2023). Cyber Politics and Voting Behavior: An Exploration study of Social Media and Voters Mobilization in the 2023 Presidential Election in Nigeria, *Indiana Journal of Humanities and Social Sciences, IJHSS*, <https://doi.org/10.5281/zenodo.10517755>.
26. **Nwokeocha, Ifeanyi M.**, Media Campaigns Against Drug Abuse and Use Colorado (colos) Among Youths in Nigeria, *Journal of Management and Educational Research Innovation*, Vol. 1 (3), 2023: 16 – 24.
27. **Nwokeocha, Ifeanyi M.**, Opinion Leadership and Achievement of Sustainable Healthcare Delivery in Nigeria: Analyzing the Two-Step Flow Paradigm, *Jurnal Multidisiplin Madani*, Vol. 3 (1), 2023: 1 – 13.
28. **Nwokeocha, Ifeanyi M.**, (2023). Dynamics of Content Development in the Digital Broadcast Environment. *International Journal of Religion and Law (IJRAEL)*. Vol. 2 (1).
29. **Nwokeocha, Ifeanyi M.**, (2023). "Influence Of Media Staff Welfare On Effective Journalism Practice. *Jurnal Multidisiplin Mandami (Indonesian)*, Vol. 3 (4), 853 – 856.
30. **Nwokeocha, Ifeanyi M.**, (2023).Evaluating the Role of Celebrity Endorsements in the Success of ENDSARS Protests in Nigeria. *Journal of Education, Technology, Information, Social Sciences and Health (JETISH)* , Vol 2(1), 2023

31. **Nwokeocha, Ifeanyi M., (2023).** Language and Gender Inequality: Proverbs That Debase Women in Igbo land and their Interpretations. *International Journal of Business and Quality Research*, Vol. 1(1), 8-13
32. **Nwokeocha, Ifeanyi M., and Odo Ogochukwu (2023).** 'He who Brings Kola Brings Life': Communicating the significance of the Kolanut among Igbo people of Nigeria, *Indiana Journal of Arts & Literature*, Vol. 4 (1) 24 – 29.
33. **Nwokeocha, Ifeanyi M. (2023).** Denial and Conspiracy Theory on COVID-19: The Nigerian Media Perspective, *Indiana Journal of Arts & Literature*, Vol. 4 (1) 19 – 23 (Jan., 2023).
34. **Nwokeocha, Ifeanyi M.(2023).** Antinomianism and Professionalism in Media Practice: Does Ethics still matter? Aurelia: Jurnal Penelitian Pengabdian Masyarakat Indonesia, Vol. 2 (1), 2023
35. **Nwokeocha, Ifeanyi M.,(2023).** Digital Media and Political Socialization: Implication for Nigeria's Democracy. Aurelia: Jurnal Penelitian Pengabdian Masyarakat Indonesia, Vol. 2 (1), 2023.
36. **Nwokeocha, Ifeanyi M., and C. C. Igboeli, PhD.** Anti-social Graphism in Naira Marley's Music: Implications for Moral Depravation Among Nigerian Youths. *Mass Media Review*, Vol. 4, No 1, 2022.
37. **Nwokeocha, Ifeanyi M., Ezegwu, E., Mercy, I (2022).** How Informed are They? Coverage of Prostate Cancer Issues by Select Mainstream Newspapers in Nigeria. *QISTINA Journal Multi Discipline, Indonesia*, Vol 1, No 2(2022).
38. **Nwokeocha, Ifeanyi M., (2022).** News Agencies and Global News Flow in the 21st Century. *QISTINA Journal Multidisciplin, Indonesia*, Vol. 1, No. 2 (2022).
39. **Nwokeocha, Ifeanyi M., Ejem, A, Nkem, Fab-Ukozor (2022).** Sex Objects and Conquered People? Representations of Women in Nigerian Films in the 21st Century. *QISTINA Journal Multidisciplin, Indonesia*, Vol.1, No. 2 (2022).
40. **Nwokeocha, Ifeanyi M., Nwokoro, I.(2022).** Gendered Preferences at an Early Age as Affecting Choice of Fields of Study in South South Universities in Nigeria, *Fane-Fane International Multidisciplinary Journal*, 6(2 Dec.), 300-309
41. **Nwokeocha, Ifeanyi M., Etifit, S. (2021).** A Critique of Language Vulgarism and Streetism in Nigerian Home Videos: A Study of the Movie 'Selina Tested '. *Indiana Journal of Arts and Literature*.
42. **Nwokeocha, Ifeanyi M., and Odo, Ogochukwu (2021),** Preference, Appropriateness and Application of Research Methods in Nigerian Media and Communication Research Journals: A content Analysis. *Indiana Journal of Arts and Literature*, 2021 2(6), 33-39.

43. **Nwokeocha, Ifeanyi M.,** Anyanwu, BJC, and Ejem, AA, (2015). Deregulation, Globalization and Current Issues in the Electronic Media in Nigeria, IISTE, New Media and Mass Communication, Vol. 4, 2015
44. **Nwokeocha, Ifeanyi M.,** Ezegwu, D and Uwem Akpan, (2015). An Assessment of HIV/AIDS Media Campaigns in the Promotion of Safe Sexual Practices among Undergraduate Students in two Nigerian Universities. *International Journal of African Culture, Politics and Development*. Vol 9, No. 1, 2015.
45. **Nwokeocha, Ifeanyi M.,** Ezegwu, D. and Ejem, A. A., (2014). Akwa Ibom Journalists' Assessment of the Workability of the Freedom Information Act in Nigeria. *International Journal of Media, Security and Development Vol. 1 (1)*
46. **Nwokeocha, Ifeanyi M.,** and Ezegwu, D. (2014). Nigerian Newspaper Coverage of Ojukwu's Grandeur (January – March, 2012): Analysis of Selected Reportage. *International Journal of Behavioural Sciences: A Journal that cats across all behavioural issues*, Vol. 45, No. 2, 2014.
47. **Nwokeocha, Ifeanyi M.,** Daniel T. Ezegwu, Lily Abasiubong (2013). Press Coverage of Chinua Achebe's Burial: An analysis of selected Nigerian Newspapers. *Global Journal of Applied Management and Social Sciences (GOJAMSS)*, Vol 6, 2013.
48. **Nwokeocha, Ifeanyi M.,** Ezegwu Daniel T. and Ejem Agwu A. (2013). Freedom of information Act in Nigeria: Exploring the gulf between enactment and operability. *International Journal of Social Science and Humanities Reviews*, Vol. 4. No 2, 2013.
49. **Nwokeocha, Ifeanyi M.,** and Ezegwu Daniel T (2012). Press coverage of 2011 post presidential election violence in Nigeria: An Analysis of Selected Nigerian Newspaper. *International Journal of Social Sciences and Humanities reviews*, Vol 3, No 3, 2012.
50. **Nwokeocha, Ifeanyi M., (2012).***Influence of GLO sales promotional campaigns on the patronage of the network in Eket.* Unpublished MSc Dissertation, Anambra State University, Igbariam Campus.
51. **Nwokeocha, Ifeanyi M., (2008).***The effectiveness of events sponsorship in enhancing an organization's public image: A study of MTN customers in Awka,* Unpublished BA project, Anambra State University, Igbariam Campus.

Books

52. **Nwokeocha, Ifeanyi M.,** and Shedrack Chukwu (2014). *Fundamentals of English for Mass Communication*. Owerri: Devita Books.
53. **Nwokeocha, Ifeanyi M., (2011).***Simplified English*. Eket: Danison Printing Press.

EDUCATION:

2015 – 2022 PhD, Mass Communication/Media Studies

Anambra State University, Igbariam Campus, Anambra State, Nigeria.

Thesis: Exposure to and influence of Campaign Posters on Voters Behavior during November 6, Governorship Election in Anambra State. 2022

2012 MSc, Mass Communication

Anambra State University, Igbariam Campus, Anambra State, Nigeria.

Dissertation: Influence of GLO sales promotional campaigns on the patronage of the network in Eket 2012

2008 BSc, (Hons) Mass Communication

Project: Anambra State University, Igbariam Campus, Anambra State, Nigeria.

The effectiveness of events sponsorship in enhancing an organization's public image:

2008

HOBBIES:

Reading, Creative writing, preaching, teaching and singing

REFEREES:

Professor Sunny Udeze

Department of Mass Communication,
Enugu State University, Enugu
+234803402885

Professor V. N. Agbanu

Former Head, Department of Mass
Communication, Anambra State University,
Igbariam Campus Anambra State.
+2348033078351

Pastor George Umanah

Senior Pastor,
Word of Grace Bible Church, Eket.
+2348023512806