

Curriculum Vitae

Bala A. Musa, Ph.D.

Professor

Department of Communication Studies

Azusa Pacific University

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EDUCATION

Ph.D. Mass Communication, Regent University, Virginia Beach, VA, 1999.

Dissertation:

Retribalization and Conflict Management in the New World (Dis)Order: The Media, Diplomacy and Framing of Domestic Implosions in Bosnia and Rwanda. UMI Dissertation Services, 1999. Ann Arbor, MI: UMI No. 9921561.

Advisors: William J. Brown, Benson Fraser, John D. Keeler & Rodney Reynolds

M.A. Management, Azusa Pacific University, Azusa, CA, 2012.

M.Sc. Mass Communication, University of Lagos, Lagos, Nigeria, 1989.

B. A. Mass Communication, University of Nigeria, Nsukka, Nigeria, 1986.

CERTIFICATES

Certificate of Completion

Instructional Modality Certification: Online Learning, July 2020.

Accomplished Practitioner Badge

Teaching with Technology Institute, Center for Teaching, Learning and Assessment, Azusa Pacific University, Azusa, CA, May 2019.

Special Election Observation Training Certificate

Kofi Annan International Peacekeeping Training Center, Accra, Ghana, January 2015.

Advanced Certificate

Strengths Approaches to Higher Education Leadership and Student Success, Noel Strengths Academy, Azusa Pacific University, Dec., 2012.

Advanced Certificate

Human Resource Management, Azusa Pacific University, April, 2011.

ACADEMIC EXPERIENCE

Azusa Pacific University, Azusa, CA

2006-Present

Professor, Communication Studies Department

A communication studies generalist, I have taught nearly 20 separate graduate and undergraduate courses here. Chaired Communication Studies Department and managed department budget. Conducted research. Directed and helped planned multiple academic conferences. Recruited and mentored faculty. Served on multiple university committees and department committees. Co-led student study abroad. Served as diversity ambassador. Guided department through successful program review, curriculum revision and development, and accreditation visit. Taught graduate hybrid courses in Ukraine and Haiti. Grew department enrollment. Advised student media.

Professor, Department of Communication Studies

May, 2011-Present

Affiliate Faculty, School of Business and Management

January, 2020-Present

Chair, Department of Communication Studies

April, 2011-May, 2015

Interim Chair, Department of Communication Studies

May, 2010- April, 2011

Associate Professor of Communication Studies

Fall, 2006-Spring, 2011

Undergraduate Courses Taught:

COMM200 - Introduction to Mass Communication

COMM201 – Introduction to Communication Studies

COMM203 - Communication Theory

COMM310 - Intercultural Communication

COMM300 – Research Methods in Communication

COMM325 – Gender Communication

COMM330 - Small Group Communication

COMM430 - Organizational Communication

COMM440- Persuasion and Attitude Change

COMM496 - Senior Seminar: Ethics in Human Communication

JOUR220 - Press Theory & Democracy

JOUR250 - Public Relations

JOUR305 - Media Law and Ethics

JOUR315 - Multimedia Publishing and Design
JOUR325 - Newspaper Workshop
WRIT261 - Writing in Business

National Open University of Nigeria, Abuja, Nigeria **2019-Present**

Visiting Professor
Olusegun Obasanjo Center for African Studies

Life Pacific University **2013- 2020**

Chair, Academic Committee, Board of Trustees

Affiliated Institutional Member

Member, Board of Trustees (BOT). Chair, Academic Committee of Board of Trustees. Have served as curriculum development consultant (Communication Studies Program). Served as Subject Matter Expert and course development consultant of Leadership Communication Course. Have taught Masters Course in Leadership Communication as Adjunct Faculty. Assisted in restoring college accreditation.

Consultant, Communication Studies Curriculum Development.	Fall, 2016
Chair, Academic Committee, Board of Trustees	Spring, 2014-Present
Member, Board of Trustees	Fall, 2013-Present
Adjunct Graduate Faculty, Masters in Strategic Leadership	Spring, 2013
Subject Matter Expert (SME)	Spring, 2010
Leadership Communication Course,	
Master of Arts in Strategic Leadership (MASL).	

Northwestern College, Orange City, Iowa **1999-2006**

Associate Professor, Department of Communication Studies

A Communication Studies Generalist and Associate Professor. Chaired Communication Studies Department. Managed department budget. Taught over a dozen separate courses. Conducted research. Served on multiple university committees and city taskforces. Grew student enrollment. Added new programs in the department. Volunteered in coaching youth sports. Recruited and mentored faculty and students.

Chair, Department of Communication Studies	Fall, 2004-Spring, 2006
Associate Professor of Communication Studies	Fall, 2003-Spring, 2006
Assistant Professor of Communication Studies	Fall, 1999-Spring, 2003

Reason for Leaving: To accept a position at Azusa Pacific University.

Toccoa Falls College, Toccoa, Georgia
Visiting Instructor, Communication Studies Department

Spring, 1999

Instructor. Taught numerous undergraduate courses and advised student newspaper. Advisor, *Talon*, Student Newspaper. Mentored students. Conducted research.

Reason for Leaving: To accept tenure-track position at Northwestern College

Regent University, Virginia Beach, Virginia
Doctoral Fellow/Teaching Assistant

1994-1998

Doctoral student. Served as doctoral fellow and teaching assistant. Taught graduate courses independently and assisted faculty in their courses. Served as research assistant to faculty. Served on graduate student committee.

Reason for Leaving: To accept visiting instructor position at Toccoa Falls College upon completion of doctoral program.

Norfolk State University, Norfolk Virginia
Adjunct Professor, Dept. of Mass Communication

Fall, 1998

Taught undergraduate courses in Critical Studies and Communication Theory. Mentored undergraduate students.

Reason for Leaving: To accept visiting instructor position at Toccoa Falls College upon completion of doctoral studies.

Old Dominion University, Norfolk, Virginia
Adjunct Professor, Communication Studies Department

Spring, 1998

Taught undergraduate courses in Public Speaking, and Mass Media & Society. Mentored undergraduate students.

Reason for Leaving: To accept position at Norfolk State University.

University of Jos, Jos, Nigeria
Lecturer I (Tenured), Theatre Arts Department

1992-1994

Taught variety of undergraduate communication studies courses in the Theatre Arts Department. Advised students research projects. Conducted research. Served on University committees and community task forced. Conducted seminars for governmental and non-governmental organizations. Served as consultant to media organizations. Served as board member to non-governmental institutions.

Lecturer I	1994
Lecturer II	1992-1994

Reason for Leaving: To pursue doctoral studies at Regent University, VA.

University of Maiduguri, Maiduguri, Nigeria
Lecturer II, Department of Mass Communication

1987-1992

Taught a variety of undergraduate mass communication courses. Served on multiple university committees and taskforces. Served as consultant to media organizations. Conducted research. Chaired planning committee for National Conference on Media and Development. Mentored students.

Lecturer II	1991-1992
Assistant Lecturer	1989-1991
Graduate Assistant	1987-1989

Reason for Leaving: To accept position at the University of Jos.

SELECTED COURSES TAUGHT ACROSS INSTITUTIONS

Undergraduate Courses

Introduction to Communication Studies
Introduction to Mass Communication
Communication Theory
Intercultural Communication
Interpersonal Communication
Organizational Communication
Small Group Communication
Media Law and Ethics
Press Theory and Development
Gender Communication
Public Relations

Persuasion and Attitude Change
Communication Research Methods
Multi-media and Design
News Writing
Editing
Newspaper Practicum
Writing in Business
Mass Media and Society
Foundations of Advertising
Development Communication
International Communication
Technology and Culture Change in the Third World

Graduate Courses

Introduction to Communication Studies
International Communication
Quantitative Research Methods
Communication for Leaders
Groups and Conflict Management
Doctoral Tutorial: Communication Theory, Religion and Social Media in Africa

INDUSTRY EXPERIENCE

WorldReach Africa Project Coordinator/Intern

1996 -1997

Coordinated WorldReach Africa, Virginia Beach, Virginia's public awareness and persuasion campaign and fundraising. Directed WorldReach International's Africa outreach and campaign. Designed and coordinated a successful public and media campaign conducted in Nigeria, Congo Democratic Republic, South Africa, and other African counties. Campaign strategy and implementation served as model for similar campaigns in Asia and South America.

Advertising Practitioners Council of Nigeria, Lagos, Nigeria Chief Vetting/Public Affairs Officer

1992

Served as founding advertising vetting officer and public affairs officer. Communicated with media, advertising practitioners, and advertising agency executives on behalf of federal government agency. Coordinated national conferences in Kano and Lagos, Nigeria.

Gongola State Television Corporation (GTV), Yola, Nigeria **1987**
News Reporter/Editor

Served as news reporter and news editor at a state television. Covered local, regional and national news. Edited news stories.

Education Unit, Ojo Cantonment, Lagos, Nigeria. **1986/1987**
Research Officer, National Youth Service Corps

Served as researcher for education unit. Wrote articles and carried out other duties as assigned.

Plateau Radio-Television Corporation **1984/1985**
News Reporter (Intern)

Served as Government House and city reporter (intern) for state radio and television stations. Covered variety of events.

Selected Community and Professional Service

- Member, Curriculum Committee, College of the Arts (CATA), Azusa Pacific University, 2019-Present.
- Visiting Professor, Olusegun Obasanjo Center for African Studies (OOCAS), National Open University (NOUN), Abuja, Nigeria, 2019-Present.
- Senior Fellow, Africa Policy and Strategic Development Institute (APSDI), 2019-Present.
- Research Mentor and Trainer, Consortium for Advanced Research Training in Africa (CARTA), 2018-Present.
- Diaspora Coordinator, International Communication Association Africa Region (ICAfrica), 2015 – Present.
- External Reviewer, Bachelor in Social-Pastoral Communication (BSPC) and Masters in Social-Pastoral Communication (MSPC) Program Proposal, Uganda Martyrs University, Kampala, Uganda, 2018.
- Member, University Librarian Search Committee, Azusa Pacific University, 2017-Present.
- Member-at-Large, LOC, International Communication Association Africa Region (ICAfrica) Research and Publication Training Workshop, Kampala, Uganda, 2017.
- Article Reviewer, *African Journalism Studies*, 2017.
- Member-at-Large, LOC, 1st International Communication Association Africa Regional Conference, Nairobi, Kenya, 2016.

- Editorial Board Member, *Media and Communication Review*, Journal of the Faculty of Communication, Lagos State University, Lagos, Nigeria, 2015-Present.
- Member, Planning Committee, Reformation Reverberations Conference, Azusa Pacific University, 2015-2017.
- Article Reviewer, *Media, War and Conflict*, 2015-Present.
- Member, Planning Committee and Conference Panel Moderator, Christians on Diversity in the Academy Conference, Claremont, CA, 2015.
- Editorial Board Member, *Journal of Mass Communication, Delinquency and Criminology*, 2013- Present.
- Article Reviewer, *Howard Journal of Communication*, 2013-Present.
- Member, General Studies Council, Azusa Pacific University, 2009-2012.
- Faculty Mentor to South Africa Adjunct Faculty, 2009-2011.
- Co-Chair, 3rd Annual Christians on Diversity in the Academy (CDA) Conference, 2009/2010.
- Service-Learning Course Instructor with Center for Service Learning and *Think Together*, 2007-2010.
- Volunteer, Helping Hands & Caring Hearts, Pomona, California, 2007-2010.
- Volunteer Coach, American Youth Soccer Organization (AYSO), 2007-2009.
- Conference Paper Reviewer, Media Ethics Division, Association for Education in Journalism and Mass Communication, 2007/2008.
- Volunteer Judge, Claremont High School Speech & Debate, 2007-2015.
- Editorial Board Member, *American Communication Journal*, 2005-Present
- Volunteer Coach, Orange City Recreational Soccer, 2000-2005.
- Member, *Tulip Festival* Publicity Taskforce, Orange City, IA, 2004-2006.
- Member, Faculty Resource Committee, Northwestern College, 2003-2005.
- Editorial Board Member, *Journal of African Social Sciences & Humanities Studies* 2003-.
- Member, Faculty Development Committee, 2001-2005.
- Conference Paper Reviewer, Intercultural Communication Division, Association for Education in Journalism and Mass Communication, 2001-2003.
- College of Communication and the Arts, Student Executive Council, Regent University, 1996-1997.
- Editorial Consultant, *The Spectator Magazine*, 1990-1992.

SELECTED ADMINISTRATIVE AND LEADERSHIP EXPERIENCE

- Diaspora Coordinator, International Communication Association, Africa Region (ICAfrica), 2015 – Present.
- Chair, Academic Committee, Board of Trustees (BOT), Life Pacific College, San Dimas, CA, 2014 – January, 2020.
- Chair, Department of Communication Studies, Azusa Pacific University, 2010-2015.
- Diversity Ambassador, Azusa Pacific University, 2014-Present.
- Member, Board of Trustees, Life Pacific College, San Dimas, CA, 2013-Present.
- President, Family Fellowship of Southern California, 2014-2016.
- Co-Chair, Speech & Debate Boosters Club, Claremont High School, 2014/2015.
- Member, Board of Trustees, Southern California Restoration Center, Glendora, CA, 2013-Present.
- Advisor, *Clause Newspaper*, Azusa Pacific University Student Publication, 2011-2013.
- Member, Board of Trustees, WorldTeam/Team International, Glendora, CA, 2013-Present.
- Director, 23rd Annual David C. Bicker Communication Ethics Conference, 2009/2010.
- Series Editor, *Communication, Society and Change* Book Series, University Press of America, 2008-Present.
- Chair, Department of Communication Studies, Northwestern College, Orange City, IA, 2004-2004.
- Secretary, Diversity and Multicultural Affairs Taskforce, Orange City, IA, 2003-2005.
- Founding Advisor, *Go Communications*, Corporate Communications Practicum and Activity Group, 2003-2006.
- Co-Advisor, Honors Program, Northwestern College, Orange City, IA, 2000-2001.
- Advisor, *Talon*, Student Newspaper, Toccoa Falls College, Toccoa Georgia, 1999.
- Chief Vetting/Public Affairs Office, Advertising Council of Nigeria (APCON), Lagos, Nigeria, 1992.
- President, Daniels International, Maiduguri Chapter, 1990-1992.
- National Vice President, Daniels International, Lagos, Nigeria, 1989-1990.

External Examiner/Reviewer

- External Reviewer, Faculty Promotion, Kennesaw State University, Kennesaw, Georgia.
- Instructor/Examiner, Doctoral Tutorial, School of Intercultural Studies, Fuller Theological Seminary, Pasadena, CA.
- External Reviewer, Bachelor in Social-Pastoral Communication (BSPC) and Masters in Social-Pastoral Communication (MSPC) Program Proposal, Uganda Martyrs University, Kampla, Uganda, 2018.
- External Reviewer, Masters in Mass Communication Program Proposal, Department of Mass Communication, United Arab Emirate University (UAEU), Abu Dhabi, UAE, 2017.
- External Reviewer, Faculty Promotions, Uganda Christian University, Mukono, Uganda, 2017.
- External Committee Member, Doctoral Dissertation Committee, Department of English, Sri G.V.G. Visalakshi College for Women, Bharathiar University, Tamil Nadu, India, 2017.
- External Committee Member, Doctoral Dissertation Committee, School of Education, Regent University, Virginia Beach, VA, 2017.
- External Reviewer, Faculty Promotions, Ithica College, Ithica, NY, 2015.
- External Reviewer, Faculty Promotions, Howard University, Washington, D.C., 2015.
- External Reviewer/Consultant, B.A. in Communication Studies Program Proposal, Life Pacific College, San Dimas, CA, 2015.
- External Examiner and Thesis Reviewer, Masters Thesis, University of Ghana, Legon, Ghana, 2014-Present.
- External Reviewer, Faculty Promotions, American University of Nigeria, Yola, Nigeria, 2011.
- Visiting Professor/External Examiner, Masters/Doctoral Program, St. Augustine University of Tanzania (SAUT), Dar Es Salaam, Tanzania. Appointed. Yet so serve.

PUBLICATIONS

Books

- Musa, B. A. (Ed.). (2019). *Nollywood in Glocal Perspective*. Cham, Switzerland: Palgrave-Macmillan.
- Musa, B. A. & Willis, J. (Eds.). (2014) *From Twitter to Tahrir Square: Ethics in social and new media communication, Vol. 1*. Santa Barbara, CA: Praeger.
- Willis, J. & Musa, B. A. (Eds.). (2014). *From Twitter to Tahrir Square: Ethics in social and new media communication, Vol. 2*. Santa Barbara, CA: Praeger.
- Musa, B. & Domatob, J. K. (Eds.). (2011). *Communication, culture, and human rights in Africa. Communication, Society, and Change Series, Vol. 1*. Lanham, MD: University Press of America.
- M'Bayo, R. M., Onwumechili, C., & Musa, B. A. (Eds.). (2009). *Communication in an era of global conflicts: Principles and strategies for 21st Century Africa*. Lanham, MD: University Press of America.
- Musa, B.A. (2007). *Framing genocide: Media, diplomacy, and conflict*. Bethesda, MD: Academica Press.
- Musa, B. A. & Price, C. J. (Eds.). (2006). *Emerging issues in contemporary journalism: Infotainment, Internet, libel, censorship, etc*. Lewiston, NY: Edwin Mellen Press.

Book Chapters

- Musa, B. A. (2020). Africa and development policy and practice crossroads in the digital era: Navigating decolonization and glocalization. In K. Langmia and A. L. Lando (Eds.), *Digital Communications at Crossroads in Africa: A Decolonial Approach* (71-92). Cham, Switzerland: Palgrave Pivot.
- Musa, B. A. (2019). Nollywood and the glocalization of prosocial entertainment. In B. A. Musa (Ed.), *Nollywood in Glocal Perspective* (pp. 127-144). Cham, Switzerland: Palgrave-Macmillan.
- Musa, B. A. (2019). Digital revolution and the empowerment of women in the African movie industry: Vistas from Nollywood to Riverwood. In B. A. Musa (Ed.), *Nollywood in Glocal Perspective*. Cham, Switzerland: Palgrave-Macmillan.
- Musa, B. A. (2018). Venerative speech theory African communalism: A geo-cultural perspective. In K. Langmia (Ed.), *Black/Africana Communication Theory* (pp. 105-123). Cham, Switzerland: Palgrave Macmillan.
- Musa, B. A. (2018). Voicing communal wisdom in communication scholarship: Theorizing African cultural noesis in research and Practice. In A. Shaw & D. T. Scott (Eds.), *Interventions: Communication Research and Practice* (pp. 95-111). New York: Peter Lang.
- Musa, B. A. (2016). Role of traditional and new media in ethnic conflict in Nigeria's Middle-Belt region: A Primer on peace building and community development. In S. Gibson & A. L. Lando (Eds.), *Impact of Communication and the Media on Ethnic Conflict* (pp. 23-37). Hershey, PA: Information Science Reference-IGI Global.

- Musa, B.A. (2014). Public diplomacy in the age of new media. In B.A. Musa & J. Willis (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication*, Vol. 1 (pp. 143-155). Santa Barbara, CA: Praeger.
- Musa, B.A. (2014). Twitter and the Tahrir Square revolution: Social media and the Arab spring uprising. In B.A. Musa & J. Willis (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication*, Vol. 1 (pp. 265-275). Santa Barbara, CA: Praeger.
- Musa, B.A. (2014). New media and the ethic of peace journalism. In B.A. Musa & J. Willis (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication*, Vol. 1 (pp. 317-330). Santa Barbara, CA: Praeger.
- Musa, B.A. (2014). Social media and the invasion of privacy by corporations. In J. Willis & B. A. Musa (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication*, Vol. 2 (pp. 203-210). Santa Barbara, CA: Praeger.
- Musa, B.A. (2014). Mediating faith through popular culture: The voice of Aimee Semple McPherson in the new media marketplace. In J. Willis & B.A. Musa (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication*, Vol. 2 (pp. 87-101). Santa Barbara, CA: Praeger.
- Musa, B.A. & Ahmadu, I. M. (2014). New media (il)literacy and the prosocial entertainment: Implications for youth development. In J. Willis & B.A. Musa (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication* Vol. 2 (pp. 319-335). Santa Barbara, CA: Praeger.
- Musa, B. A. & Yartey, F. A. (2014). Media economics and moral imagination in the new mediascape. In B. A. Musa & J. Willis (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication*, Vol. 1, (pp. 87-103). Santa Barbara, CA: Praeger.
- Musa, B.A. & Yartey, F. A. (2014). Citizen journalism and emerging perspectives on conflict transformation. In B.A. Musa & J. Willis (Eds.), *From twitter to Tahrir Square: Ethics in social and new media communication* Vol. 1 (pp. 251-264). Santa Barbara, CA: Praeger.
- Musa, B. A. & Ahmadu, I. M. (2012). New media, wikifait, and church brandversion: A media ecology perspective. In Cheong, P., Fischer-Nielsen, P., Gelfgren, S. & Ess, C. (Eds.), *Digital Religion, Social Media and Culture: Perspectives, Practices, and Futures* (pp. 63-80). Peter Lang Publication.
- Ahmadu, I. M. & Musa, B.A. (2011). Gender and cultural violence in Africa: The ordeal of the *Kuteb* widow. In B. A. Musa & J. K. Domatob (Eds.), *Communication, Culture, and Human Rights in Africa* (pp. 175-188). Lanham, MD: University Press of America.
- Musa, B. A. (2011). Dialogic communication theory, African worldview, and human rights. In B. A. Musa & J. K. Domatob (Eds.), *Communication, Culture, and Human Rights in Africa* (pp. 4-17). Lanham, MD: University Press of America.
- Musa, B. A. (2011). Media ethics and human rights education in post-conflict Africa. In B. A. Musa & J. K. Domatob (Eds.), *Communication, Culture, and Human Rights in Africa* (pp. 69-82). Lanham, MD: University Press of America.

- Musa, B. A. (2009), Framing theory and conflict transformation in Rwanda and Bosnia. In R. M'Bayo; C. Onwumechili & B. A. Musa (Eds.), *Communication in an Era of Global Conflicts: Principles and Strategies for 21st Century Africa* (pp. 49-72). Lanham, MD: University Press of America.
- Musa, B. A. (2009). Virtual communication and the role of Diasporic communities in conflict mediation. In R. M'Bayo; C. Onwumechhili & B. A. Musa (Eds.), *Communication in an Era of Global Conflicts: Principle and Strategies for 21st Century Africa* (pp. 161-178). Lanham, MD: University Press of America.
- Musa, B. A. (2006). News as infotainment: Audience and industry trends. In B. A. Musa & C. J. Price (Eds.), *Emerging Issues in Contemporary Journalism: Infotainment, Internet, Libel, Censorship, Etc.* (pp. 131-155). Lewiston, NY: Edwin Mellen Press.
- Musa, B.A. & Okoli, E. J. (2001). Developing Nations. In E.K. Thomas & B. H. Carpenter (Eds.), *Mass Media in 2025: Industries, Organizations, People, and Nations* (pp. 167-179). Westport, CT: Greenwood Press.
- Musa, B.A. (2000). Pluralism and prior restraint on religious communication in Nigeria: Policy versus praxis. In J. Thierstein and Y. Kamalipour (Eds.), *Law, Religion, and Freedom: A Global Perspective* (98-111). Westport, CT: Greenwood Press.
- Musa, B. A. (1998). Popular theatre and development communication in West Africa: Paradigms, processes and prospects. In K. Salhi (Ed.), *African Theatre for Development* (pp. 135-154). Exeter, Great Britain: Intellect Books.
- Musa, B. A. (1990). The mass media and socio-political crisis in Nigeria. In N. Alkali, J. K. Domatob, & A. Jika (Eds.), *African Media Issues* (pp. 148 - 157). Enugu: Delta Publications.

Journal Articles

- Musa, B. A. (2014). Are hacktivists performing a public service? *Issues: Understanding Controversy and Society*. ABC-CLIO Enduring Questions Series. <http://issues2.abc-clio.com/Ideas/Display /1912000?cid=1909261>. Web. Oct. 2014.
- Musa, B.A. (2013). Social media privacy lines need to drawn by consumers, courts, and corporations. *Issues: Understanding Controversy and Society*. ABC-CLIO Enduring Questions Series. <http://issues2.abc-clio.com/Ideas/Display/1789295?cid=1789296>. Web. Feb. 2013
- Musa, B. A. (2010). Dr. Louise M. Bourgault. In Memoriam. *Ecquid Novi: African Journalism Studies*, 31(2), 238-239.
- Musa, B. A. & Domatob, J. K. (2007). Who is a development journalist? Perspectives on media ethics and professionalism in post-colonial societies. *Journal of Mass Media Ethics*, 22(4), 315-331.
- Musa, B. A. (2005). Talking drums and the conspiracy of meaning in African political speech: A cultural analysis of Sonny Okosun's *African Soldier*. *Journal of African Social Sciences & Humanities Studies*, 1(1), 17-43.

Musa, B. A. (1997). Uses and abuses of development media theory in sub-Saharan Africa: Critique of a quasi-descriptive/prescriptive theory. *Ecquid Novi: Journal of Journalism in Southern Africa* 18(1) 132-147.

Book Endorsements

Roberts, S. (Ed.), (2020). *Recasting the Disney Princess in an Era of New Media and Social Movements*. Lanham, MD: Lexington Books.

Kperogi, F. A. (2020). *Nigeria's Digital Diaspora: Citizen Media, Democracy, and Participation*. Rochester, NY: University of Rochester Press.

Langmia, K. & Tyree, T. C. M. (Eds.), (2017). *Social Media: Culture & Identity*. Lanham, MD: Lexington Books.

Popular Press Publications

Musa, B. A. (2011, September 8). How to remain civil, post9/11. *San Gabriel Valley Tribune*, p. A10.

Musa, B. A. (2011, Fall). Remaining civil in a world of conflict. *APU LIFE Magazine*, 24/3, 16-19.

Musa B. A. & Fraser, B. (1997). Globalism, peace and development in Africa: A communitarian vision. *Cantilevers*, 4, 35.

Musa, B. A. (1990). Foreword.

Musa, B. A. (1992, July) Managing the mass media in a depressed economy. *The Democrat*.

Musa, B. A. (1991, Feb. 13). Essentials of media planning for development. *The Standard*, 12.

Musa, B. A. (1991) The constitution within. *The National Concord*

Musa, B. A. (1991) Conflict management in higher education. *The Standard*.

ACADEMIC & PROFESSIONAL PRESENTATIONS

Musa, B. A. (2019, November). *Prosocial entertainment, health communication and youth development in Africa*. Consortium for Advanced Research Training in Africa (CARTA) Visiting Mentor Public Lecture, University of Ibadan, Ibadan, Nigeria.

Musa, B. A. & Ahmadu, I. M. (2019, October). *New media technological determinism and missionary outreach in the urban and rural jungle: Navigating emerging ethical and structural dialectics*. Round-Table Presentation at 2019 Missiological Lecture Series on Techno-Sapiens in a Networked Era: Becoming Digital Neighbors, Fuller Theological Seminary, Pasadena, CA.

Musa, B. A. (2019, July). *Africa at development policy and practice crossroads in the digital era: Navigating decolonization and glocalization*. Paper Presented at the Africa Policy and Strategic Development Institute Inaugural Roundtable, Azusa, CA.

- Musa, B. A. & James, S. M. (2018, November). *Digital revolution and empowerment of females in the African movie industry: Vistas from Nollywood and Riverwood*. Paper presented at the 2nd Biennial International Communication Association Africa (ICAfrica) Regional Conference, University of Ghana, Accra, Ghana.
- Musa, B. A. (2017, November). *Dialogue as redemption communication in Yewande Omotoso's **The Woman Nextdoor**: Naviging race, fear and faith in a multicultural environment*. Panel Paper Presented at the 103rd National Communication Association Annual Convention, Dallas, TX.
- Musa, B. A. (2017, October). *Style and voice in academic research*. Invited presentation at the 1st ICAfrica Research and Publication Training Workshop, Imperial Botanical Beach Hotel, Entebbe, Uganda.
- Musa, B. A. (2017, May). *Voicing communal wisdom in communication studies: Theorizing African noesis in research and practice*. Panel Paper Presented at the 67th Annual International Communication Association Conference, San Diego Hilton Bayfront Hotel, San Diego, CA.
- Musa, B. A. (2017, April). *New media (il)literacy and prosocial entertainment: Implications for youth development*. Invited Paper Presented at the University of Limpopo, Limpopo, South Africa.
- Musa, B. A. (2017, March). *New media (il)literacy and prosocial entertainment: Implications for youth development*. Invited Paper Presented at the University of Johannesburg, Johannesburg, South Africa.
- Musa, B. A. (2016, Oct.). *What next after ICAfrica 2016: African communication scholar in the Diaspora perspective*. Presented at the Plenary Session of the International Communication Association (ICA) Africa Regional Conference, Daystar University, Nairobi, Kenya.
- Musa, B.A. (2016, Oct.). *Centering the relevance of communication scholarship in the public space: Opportunities, progress, and challenges*. Paper Presented at the International Communication Association (ICA) Africa Regional Conference, Daystar University, Nairobi, Kenya.
- Musa, B. A. (2016, June). *Why ICAfrica is important for Africa and for ICA: An examination of why African national, regional, and continental communication academic bodies still limp*. Paper presented at 66th Annual International Communication Association (ICA) Conference, Fukuoka, Japan.
- Musa, B. A. (2015, June). *The cyberchurch: Social media, faith identity and church branding*. Webinar presented to the Christianity & Communication Studies Network (CCSN). <https://vimeo.com/131723913>
- Musa, B. A. (2014, November). *Communication, conflict and diplomacy in the new East-West war of words: Obama, Putin, and the rhetoric of (il)legality on the Crimean crisis*. Paper Presented at the 100th Annual National Communication Association (NCA) Convention, Chicago Hilton, Chicago, IL.
- Musa, B. A. (2014, May). *Role of traditional and new media in ethnic conflicts in Nigeria's Middle-Belt region: Contrasting responsibilities, approaches, and ethos*. Paper Presented at the 64th Annual International Communication Association (ICA) Conference, Sheraton Hotel, Seattle, WA.

- Musa, B. A. (2013, October). *New media and the ethic of peace journalism: Implications for community development*. Paper presented at the 3rd Annual East African Communication Association Conference, Silver Springs Hotel, Nairobi, Kenya.
- Musa, B. A. (2013, April). *Media freedom in Africa: A case study of Malian press*. Presented at the Analytical Exchange Forum, University Club Hotel, Washington, D.C.
- Musa, B. A. (2012, May). *Mediating Christ through popular culture: The voice of Aimee Semple McPherson in the "new" media marketplace*. Paper Presented at the Annual Meeting of the Foursquare Scholars Fellowship, Phoenix, Arizona.
- Musa, B. A. (2011, November). *Intercultural communication research and particularistic epistemology in Africa*. Paper Presented at the National Communication Association Conference. New Orleans, Louisiana.
- Musa, B. A. (2010, March). *New media and the ethic of peace journalism*. Paper Presented at the Common Day of Learning, Azusa Pacific University.
- Musa, B. A. (2010, March). *Critical media theory, media literacy and multicultural communication competence*. Paper Presented at the 3rd Annual Christians of Diversity in the Academy Conference, Doubletree Hotel, Monrovia-Pasadena, California.
- Musa, B. A. (2009). *Teaching race, gender, and class "with your mouth shut": The use of textual criticism in the multicultural classroom*. Paper presented at the Association for Education in Journalism & Mass Communication (AEJMC) Annual Convention, Boston, Massachusetts.
- Musa, B. A. & Yartey, F. N. (2008, September). *The media and moral imagination in the global marketplace: From John Stuart Mill to Thomas Friedman*. Paper presented at the 2008 Fellows' Colloquium on Media Ethics and Economics, Denver, Colorado.
- Musa, B. A. & Yartey, F. N. (2008). *Citizen journalism and emerging perspectives on conflict transformation*. Paper presented at the Conference on Media, War, and Conflict Resolution, Bowling Green State University, Bowling Green, Ohio.
- Musa, B. A. (2008, April). *Do You Speak Alien? Implications of Cultural Speech Codes for Teaching and Research in Christian Higher Education*. Paper Presented at the First Annual Christians on Diversity in the Academy (CDA), Conference, Sheraton Suites Fairplex, Pomona, CA.
- Musa, B. A. (2007, October). *Dialogic communication ethics, civil society, and human rights in Africa*. Paper presented at the 50th Annual Meeting of the African Studies Association, New York, NY.
- Musa, B. A. (2006, November). *Virtual communities, media images and the transformation of modern conflicts*, National Communication Association (NCA) Annual Convention, San Antonio, Texas.
- Musa, B. A. (2006). *Who is a journalist?* Whalen Symposium on Mass Media Ethics, University of St. Thomas, St. Paul, Minnesota.
- Musa, B. A. & Domatob. (2006). *Who is a development journalist? Perspectives on media ethics and professionalism in post-colonial societies*, Mass Media Ethics Fellows Colloquium, Minneapolis, Minnesota.

- Musa, B. A. (2005, November). *Globalization, communication, and peace processes in Africa: The role of the African Diaspora – Past, present, and future*, African Studies Association Annual Convention, Washington, D.C.
- Musa, B. A. (2004, October). *Media ethics and conflict reporting: The challenge of professionalism, commitment, and social responsibility*, International Conference on Communication Ethics and Conflict, Calvin College, Grand Rapids, Michigan.
- Musa, B. A. (2004, June). *Media ethics and conflict reporting: A biblical critique of objectivity, advocacy and social responsibility*, National Christian Faculty Leadership Conference, Washington, D.C.
- Musa, B. A. (2003, July-Aug.). *Religion, mass media, and public perspectives on bioethics*, Plenary Session, Association for Education in Journalism and Mass Communication Convention (AEJMC), Kansas City, Missouri
- Musa, B. A. (2001, October). *Advocacy Journalism and Political Communication in Nigeria*, Annual Third World Studies Conference, University of Nebraska, Omaha, Nebraska.
- Musa, B. A. (2000, November). *Dialogic Communication and interdependence in the global society: Rethinking cultural autonomy for Africa*, African Studies Association Annual Convention, Nashville, Tennessee.
- Musa, B.A. (1999, October). *Talking drums and the conspiracy of meaning in African political communication: A fantasy theme analysis of "The African Soldier."* Third World Studies Conference, University of Nebraska, Omaha.
- Musa, B. A. (1998, Oct. –Nov.). *The information superhighway and retribalization in the global village: Implications for peace and conflict in Africa*, African Studies Association Annual Convention, Chicago, Illinois.
- Musa, B. A. (1998, September). *New Communication Technology and Conflict Management in Africa: Implications for Peace and Conflict in 21st Century Africa*, Virginia Communication Association Conference, Richmond, Virginia.
- Musa, B. A. (1997, October). *The mass media and conflict management: Life-boat diplomacy and the peace processes in Bosnia and Rwanda*. Guest Speaker, Center for Conflict Transformation, Eastern Mennonite University, Harrisonburg, Virginia.
- Musa, B. A. (1997, May). *Uses and abuses of development media theory in sub-Saharan Africa: Critique of a quasi-descriptive/prescriptive theory*. Paper read at the 25th annual convention of the International Communication Association, Montreal Canada.
- Musa, B. A. (1996, Nov.). *The bloc-press phenomenon and conflict management in Nigeria: Implications for nation-building*, Speech Communication Association Annual Convention, San Diego, California.
- Musa, B. A. (1995, November). *Trends in popular culture and freedom expression in West Africa: Implications for 21st Century society*, Annual Speech Communication Association convention, San Antonio, Texas.
- Musa, B. A. (1991, October). *New Communication technologies in Africa: Combative or cooperative systems?* Paper read at the African Council for Communication Education, 6th Biennial Conference, Ouagadougou, Burkina Faso.

Musa, B. A. (1991, June). *Mass media research and development paradigms for Africa*, Council for Communication Education (ACCE) International Seminar on Communication Research, Abeokuta, Nigeria.

SEMINARS, TRAINING WORKSHOPS, AND INVITED PRESENTATIONS

- 2017 *Prosocial entertainment, health communication and youth development in Africa*. Consortium for Advanced Research Training in Africa (CARTA) Visiting Mentor Public Lecture.
- 2017 ICAfrica Research and Publication Training for Graduate Students and Early Career Professionals, Kampala, Uganda.
- 2017 *New media (il)literacy and prosocial entertainment: Implications for youth development*. Invited Paper Presented at the University of Limpopo, Limpopo, South Africa.
- 2017 *New media (il)literacy and prosocial entertainment: Implications for youth development*. Invited Paper Presented at the University of Johannesburg, Johannesburg, South Africa.
- 2015 *Communication and Teamwork: Skills for High Performance Teamwork*. Encounter School, Pomona, California.
- 2015 *Dialogic Communication and Cross-Cultural Understanding. Imago Dei Training*, Azusa Pacific University.
- 2015 *Communication and Teamwork: Skills for High Performance Teamwork*. Encounter School of Discipleship, Pomona, California.
- 2014 Culture, Diversity and Communication and Workplace. Workshop on Communication in the Workplace. Azusa Pacific University.
- 2013 Community, Culture and Team-Building. Organizational Communication Workshop for Heavenly Treasures staff.
- 2012/2013 Communication and Cross-Cultural Understanding. *Imago Dei Training*, Azusa Pacific University.
- 2010 *Teaching Adult Students in Haiti: Issues in Culture & Pedagogy*. Overseas Teaching Orientation Workshop for Masters in Global Leadership (Operation Impact) Faculty Held at Azusa Pacific University, March 20.
- 2009 *African Literature and Culture*. Reflections on Chinua Achebe's *Things Fall Apart*. Panel Presentation to English Class, Claremont, High School.

2008	Presenter/Panelist, Enduring Questions in the Social Science. Azusa Pacific University College of Liberal Arts and Sciences Faculty Workshop Held at Huntington Library, Pasadena.
2002	<i>African Society, Politics, and Culture</i> . Speech to Lions Club, Orange City, Iowa.
2000	<i>Culture and society in Africa</i> . Presentation to History Class, MOC-Valley High School, Orange City, Iowa.
1996	<i>Communication and Development in Africa</i> . Presentation to Indian River High School, Virginia Beach, Virginia.
1993	<i>Media and National Development Seminar</i> . Workshop for Plateau State Government Information Officers, State Government Secretariat, Jos, Nigeria.
1992	<i>Media Writing and Production</i> . Intensive certificate training workshop for North East and Central Nigeria Government media practitioners. University of Nigeria.
1991	<i>Producing Radio Broadcast Magazine Programs</i> . Workshop organized for Gongola Radio Corporation, Yola, Nigeria, Production and Editorial Staff.
1991	<i>Ethics and Ethos in Television News Gathering</i> . Training workshop for staff of Gongola State Television (GTV), Yola, Nigeria.
1990	<i>Paradigms of Development Communication</i> . Training workshop for Borno State Community Development and Information Officers. Borno State Secretariat, Maiduguri, Nigeria.

SELECTED ACADEMIC AND PROFESSIONAL DEVELOPMENT PROGRAMS

2020	Online Learning Instructional Modalities Certification Training.
2019	Faculty Learning Community Workshop, Azusa Pacific University, Azusa, CA.
2018	Teaching with Technology Institute, Azusa Pacific University, Azusa, CA.
2015	Special Election Observation Training, Kofi Annan International Peacekeeping Training Center, Accra, Ghana.
2014-2015	Diversity Ambassadors Training.
2015	Department Chairs Retreat.
2014	Department Chairs Retreat.
2014	Pacifica Institute Study Turkiye Abroad for Faculty and Doctoral Students, Turkey.

2013	National Communication Association Department Chairs Summer Institute, Washington, DC.
2013	Multi-Ethnic Leadership Development Institute, Seattle WA.
2013	Faculty Seminar in the Liberal Arts, Glendora, CA.
2012	Faculty Seminar in the Liberal Arts, Glendora, CA
2012-13	Faculty Learning Community on Strategies for Successful Classroom.
2011	Faculty Seminar in the Liberal Arts.
2010-2011	Advanced Human Resource Management Certificate, Azusa Pacific University Workplace Learning Program.
2009	Participant, Four-Day Faith Integration Workshop. Azusa Pacific University.
2009, Fall	Semester-long interdisciplinary faculty development course.
2007	Azusa Pacific University Delegate, National Conference on Race and Ethnicity in Higher Education Held at Hilton Hotel, San Francisco, May 29-June 2.
2001	Delegate and Secretary, Gates Foundation Workshop on Diversity and Multiculturalism in Higher Education Held at Seattle Pacific University, Seattle, Washington.
2000	New Faculty Workshop Held at Greenville College, Greenville, Illinois.

SELECTED AWARDS, GRANTS, AND FELLOWSHIPS

2017	Faculty Research Grant for study of pop culture in sub-Saharan Africa, Azusa Pacific University Faculty Research Council and Office of Research & Grants.
2013	Fellow, Multi-Ethnic Leadership Development Institute.
2011	Clifford G. Christians Ethics Research Award.
2006 & 2008	Fellow, National Media Ethics Colloquium.
2006	Northwestern College Summer Research Mini-Grant.
2005	Who's Who Among America's Teachers.
2004	Northwestern College Summer Research Mini-Grant.
1998	Employee of the Month, National Counseling Center, Virginia Beach, VA.
1994-1997	Regent University Doctoral Fellowship.
1991/1992	Federal Government of Nigeria, Nigerian Universities Commission and University Maiduguri Research Grant for the Study of International Media, Propaganda and the Gulf Crises.
1983/84	Federal Government of Nigeria Academic Merit Award.
1983/84	University of Nigeria, Nsukka, Foundation Merit Scholarship Award.

1982

Federal Radio Corporation of Nigeria Schools Challenge
State Champion.

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