

## Prof. Dr. Anum, Victoria

### **CURRICULUM VITAE**

Name: Anum, Victoria Ph.D

Current Status Senior Lecturer

Date of Birth: 4<sup>th</sup> September, 1960

Current Status: Senior Lecturer

Marital Status: Married

Nationality: Nigerian

State of origin: Benue State

Local government: Vandeikya

E-mail address: viky anum@gmail.com

Phone no: 08068366771



### **ACADEMIC QUALIFICATIONS WITH DATES**

WASC 1979

B.A (Hons) Mass Communication 1984

M.A Mass Communication 2002

Ph.D Mass Communication (Print Option) 2018

### **INSTITUTIONS ATTENDED WITH DATES:**

All Saints Primary School, Onitsha 1969-1973

Girls High School, Agulu, Anambra State 1974-1979

University of Nigeria, Nsukka 1980-1984

Benue State University, Makurdi 1998-2002

Nnamdi Azikiwe University, Awka 2013-2018

### **WORK EXPERIENCE WITH DATES**

1. Auxiliary teacher (Girls secondary school, Enugu Agidi, Anambra State) 1979
2. Reporter (NTA Ilorin) NYSC 1984-1985
3. Lecturer (Department of Mass communication, College of Opencast, Mining and Management Studies, Jattu-Auchi, Edo State) 1985-1986

4. Senior Reporter (Benue Printing & Publishing Corporation, Publisher of The Voice Newspaper, Makurdi) 1988-2004
5. Press secretary to the First lady of Benue State and Chairperson, Better life programme for rural women (Special assignment) 1990 – 1992
6. Principal Information Officer (Ministry of Information, Makurdi) 2004-2005
7. Lecturer, Kogi State University, Anyigba 2005 till date
8. Assistant Lecturer, Department of Mass Communication, Kogi State University, Anyigba. 2005-2008
9. Lecturer 11, Department of Mass Communication Kogi State University, Anyigba. 2008-2012
- Lecturer I, Department of Mass Communication Kogi State University, Anyigba. 2012- 2018
1. Senior Lecturer, Department of Mass Communication Kogi State University, Anyigba. 2018 till date
2. Status due for promotion: Reader 2021

#### **PUBLICATIONS: Journal Articles**

##### **International Journal**

1. **Anum, V.**; Makanjuola, A.E. and Shaibu, M.T. (2021). Entrepreneurial skills acquisition for digital marketing as a panacea for solving unemployment challenge in COVID Era in Nigeria: A communication perspective in *Journal of emerging technologies and innovative research (JETIR)*, 8 (8). 471-481. [jetir.org](http://jetir.org) (ISSN-2349-5162)
2. Shaibu, M.T.; **Anum, V.** and Okeme, P.U. (2021). Impact of democratic governance on human security: Implications for nation-building and international image of Nigeria in *International journal of interdisciplinary and multidisciplinary research (2456-4567)*, 6 (7), 197-216. [www.dassonopen.com](http://www.dassonopen.com)
3. Shaibu, M.T. and **Anum, V.** (2021). Awareness and effect of COVID-19 survival programme on poverty alleviation amongst self-employed in Akure-South Local Government of Ondo State in Nigeria in *International journal of Social Sciences and Humanities Reviews*, 11 (2). 108-118. [www.ijsshr.com](http://www.ijsshr.com)
4. Asemah, E.; **Anum, V.** and Edegoh, L. (2013). Radio as a tool for rural community development in AFRREV IJAH, an *International Journal of Arts and Humanities*, Bahir Dar, Ethiopia, 2 (1).17-35.
5. **Anum, V.** and Okpoko, I. (2009). Effectiveness of Photo news in social mobilization against HIV/AIDS pandemic in *International Journal of Sustainable Development*, 2, No 5. 98-103.
6. Okpoko, I. and **Anum, V.** (2009). Promotion of family harmony through effective communication: A basis for sustainable social development of the Third World in *International Journal of Humanities*, 1, (1).46-50.

##### **Domestic Journal**

7. **Anum, V.**; Shaibu, G. and Okeme, P.U. (2021). Intercultural Communication as a tool for relationship building among groups in a multi-ethnic system in *SAU Journal of management and social sciences*, Samuel Aegboyega University, Ogwa, 6, (1). 220-228.
8. Wilfred-Bonse, K.U.; Aboho R.M. and **Anum, V.** (2021). Content requirements for revitalizing school curriculum towards combating COVID-19 and future pandemic for security and economic development in Nigeria in *Jigawa journal of multidisciplinary studies (JJMS)*, Faculty of Education, Sule Lamido University Kafin Hausa, 4 (1). 43-49.
9. Attah, Ogwu, **Anum, V.**, Victoria and Aruwa, Elejo Joel (2021). Anyigba residents disposition towards Social media reports on security challenges in Kogi State in *Benin Mediacom journal*.15 (1), 39-52.
10. Otebe, F. and **Anum, V.** (2019). Impact of public relations and media relations in *Benue State in Journal of contemporary social research*, 4 (1), 207-220.
11. **Anum, V.** and Idoko, O. (2018). The role of the press in promoting the rights of minorities and sustainable development in *Nigeria in Journal of contemporary social research*, Faculty of Social Sciences, Kogi State University, Anyigba. 3, (1), 57-63.
12. **Anum, V.** (2018). Use of integrated media approach in managing environmental problems in *Nigeria* in *KSU Journal of Mass Communication*.Vol 5, 36-47.
13. Ekwenchi, O. Otebe, F. and **Anum, V.** (2018). Consumers response pattern to the use of colour in product advertisement in *Journal of contemporary social research*, Faculty of Social Sciences, Kogi State University, Anyigba. 3 (2), 103-109.

14. Okpoko, I. Ettu, T. and **Anum, V.** (2014). Unemployment duration and perceived unemployment anxiety among youths in Benin City, Edo State: Implication for unemployment stress management in Edo journal of Counseling, Vol. 7, 80-94.
15. Asemah, E.; **Anum, V.** and Ogwo, C, (2012). Exploring the advantages of interpersonal communication in political campaigns in Maiduguri journal of Arts and Social Sciences, 10, (2), 310-316.
16. Agbana, O. and **Anum, V.** (2011). The Nigerian women in the electronic media: A critical appraisal in Benue Journal of Communication and Development, 1, (1), 97-104.
17. **Anum, V.** Ojih, E. and Agbana, O. (2011). Managing the Image of the Nigerian Police: A Public Relations Approach in Journal of contemporary social research, 2 (1), 81- 93.
18. Akase, T. and **Anum, V.** (2010). The acceptance and utilization of television in teaching and learning of mathematics in secondary schools in Kogi State in *Makurdi Journal of Communication Research*, 1,(2), 57-69.
19. **Anum, V.** and Okpoko, I. (2010). Indecent Dressing and Sexual Harassment Among Youths: An analysis of the Role of the Media and other Interpersonal sources in the *LEAJON, an Academic Journal of Interdisciplinary Studies*, 2 (1), 56-61.
20. **Anum, V.** Idoko, O. and Okpoko, I. (2009). Indigenous Communication Media and Rural Development; A focus on rural community newspaper in Nigeria, *Journal of indigenous knowledge and development*, Vol. 2, 22-28.
21. **Anum, V.** (2009). Influence of advertising and sales promotion on consumers purchasing decision: A comparative analysis in *KSU Journal of Mass Communication*, 1 (1), 56-60.
22. Okpoko, E.I.; Egboka, B.C.E.; Okoro, E.I. and **Anum, V.N.** (2008). Water resources development, management, and attainment of the Millennium Development Goals in *Nigeria in Natural and Applied Sciences journal*, 9 (1), 12-23.

#### **INTERNATIONAL VISIBILITY WEBSITES**

1. Researchgate: (via) Institutional e-mail [v.ksu.edu.ng](mailto:v.ksu@ksu.edu.ng)
2. Google Scholar : Google Scholar Profile for Kogi State University Profile

#### **BOOKS**

1. **Anum, V.** (2021). Environmental communication and sustainability in Nigeria, Abuja: UniAbuja Press. ISBN:978-978-991-673-3
2. Otebe, F. and **Anum V** (2021). Editorial and Feature writing guide Abuja: UniAbuja Press. ISBN:978-978-991-800-3

#### **BOOK CHAPTER**

1. **Anum, Victoria** (2009). *Editing decision in Broadcast Programme and production* in Nwanwene, A.T & Attah, C. (Ed) A Textbook of Mass Communication in Nwanwene, A.t & Attah, C. (Ed). Anyigba: Pastoral Press. Pp 118 – 125, ISBN: 978-078-50334-34

#### **CONFERENCES ATTENDED WITH DATES**

1. Conference of African Council for Communication Education (ACCE) held in Abraka, Delta State in 2008.
2. International conference on research and development held at Institute of African Studies in Accra, Ghana in 2008.
3. 16<sup>th</sup> National Conference/AGM of African Council for Communication Education (ACCE) held at University of Nigeria, Nsukka from 10<sup>th</sup> -12 March, 2014. Theme: *Communication, Children and the Youth in the 21<sup>st</sup> Century*.
4. Conference of African Council for Communication Education (ACCE) held at National Open University of Nigeria, Abuja, 2019.
5. 2<sup>nd</sup> College of Management and Social Sciences Conference of Samuel Aegboyega University, Ogwa, Edo State held on 21<sup>st</sup> April, 2021.

6. 22<sup>nd</sup> International Conference & Annual general meeting of the African Council for Communication Education (ACCE) held at Bayero University, Kano from 26<sup>th</sup> 27<sup>th</sup> May, 2021.
7. Madonna University International Conference in affiliation with International Journal of Social Sciences and Humanities Review, Global journal of Arts, Management and Social Sciences, and International Journal of Arts, Languages and Business Studies with the theme "Socio-Economic Consequences of COVID-19 ON World Society" held from 14<sup>th</sup>-15 July, 2021.
8. 1<sup>st</sup> National Conference organized by the Department of Political Science, Federal University, Lokoja with the theme "Politics, Governance and the challenge of Nation- Building in Nigeria's Fourth Republic held from 8-11 June, 2021.

#### **PUBLICATION IN EDITED CONFERENCE PROCEEDINGS**

1. **Anum, V.** (2021). Managing unemployment crisis in Nigeria through entrepreneurial skills development in a pandemic era: A communication
2. 2<sup>nd</sup> SAU COLMASS 2021 Conference held in Samuel Adegboye University, Ogwa.
3. **Anum, V.** and Ogwo, C. (2020). Audience perception and responsiveness to conventional media reports against fake news, Faculty of Social Sciences, Kogi State University, Anyigba.
4. **Anum** and Akase, T. (2008). Communication and Youth empowerment in multi-ethnic societies, Conference of African Council for Communication Education (ACCE), Abraka, Delta State 2008.
5. **Anum, V.** and Okpoko, I. (2009). Effectiveness of Photo news in social mobilization against HIV/AIDS pandemic, Accra, Ghana.
6. Okpoko, I. and **Anum, V.** (2009). Promotion of family harmony through effective communication: A basis for sustainable social development of the Third World, Accra, Ghana.

#### **MEMBERSHIP OF LEARNED SOCIETIES/PROFESSIONAL BODIES**

Member, African Council of Communication Education (ACCE)

Member, Research and Development Network

Member, National Association of Women Academics (NAWACS)

Member, Nigerian Union of Journalists (NUJ)

Member, Nigerian Association of Women Journalists (NAWOJ)

Member, Nigerian Institute of Public Relations (NIPR)

Member, Research Gate

Member, ORCID

#### **ACADEMIC AND ADMINISTRATIVE LEADERSHIP IN KOGI STATE UNIVERSITY**

##### **DEPARTMENT**

1. Examination Officer in the Department of Mass Communication, 2011-2014.
2. G. Coordinator in the Department of Mass Communication, 2015 -2021.
3. Chairperson, exam committee, Department of mass communication 2011 till date.
4. Chairman, curriculum committee, Department of Mass Communication, 2020 till date.
5. Member, Appointment and Promotion Committee in the Department of Mass Communication, 2020 till date.
6. Examination Officer in the Department of Mass Communication, 2021 till date.
7. Member, Editorial Board, KSU Journal of Mass Communication.

##### **FACULTY**

1. Member, Faculty of Social Sciences Exam Committee, 2011-2017.
2. Member, Faculty committee on TETFUND 2019- 2020.
3. Member, Faculty Exam Verification Committee, 2021 till date.
4. Member, Faculty Examination and Timetable Committee, 2021 till date.

5. Member, Faculty Quality Assurance Committee 2021 till date.

#### **UNIVERSITY COMMUNITY SERVICE**

6. Member, Committee to reposition the Diploma programme in Kogi State University, 2009.
7. Member, Committee on Print and Electronic Media, 2010.
8. Representative of Postgraduate School, Kogi State University, Anyigba at M.A. Theatre Arts External Defence on 17<sup>th</sup> July, 2019.
9. Representative of Postgraduate School, Kogi State University, Anyigba at Ph.D and M.A. Theatre Arts External Defence on 11<sup>th</sup> December, 2019.
10. Representative of Postgraduate School, Kogi state University at Ph,D and M.A. English and Literary Studies External Defence, December,2020.
11. Representative of Postgraduate School, Kogi State University at Ph.D and M.Sc Management science/ Business Admintration External Defence on 17<sup>th</sup> March, 2020.
12. Representative of Postgraduate School, Kogi State University at Ph.D and M.Sc Geography and Environmental sciences External Defence on 5<sup>th</sup> March, 2021.

#### **PUBLIC SERVICE TO THE GOVERNMENT/COMMUNITY**

1. Press Secretary to the First Lady and Chairperson, Betterlife programme for rural women, Benue State Chapter. 1991-1993.
2. Chairperson, National Association of Women Journalists, NAWOJ, Benue State chapter from 2002-2004.
3. Centre Coordinator of the School of Disciples (SOD), Christ the Redeemers Ministries from 2008 till

#### **WORKSHOP/TRAINING**

1. Attended and completed a course on Advanced Digital Appreciation Programme for Tertiary Institutions (ADAPTI) at Kogi State University, Anyigba form 15-19 August, 2016.
2. Participated in a 3-Day Seminar organized by National Association of Women Academics (NAWACS), Kogi State University Chapter.

#### **COURSES TAUGHT AT THE UNDERGRADUATE LEVEL**

1. Introduction to Mass communication 1 & 2
2. Newspaper and Magazine Management and Production
3. Rural Community Newspaper
4. Writing for the mass media
5. Introduction to Film and Cinema
6. Book publishing and Manuscript Assessment
7. Broadcast Commentary and Critical writing
8. Stations Management and Production

#### **COURSES TAUGHT AT M.Sc. LEVEL**

1. Advance Newspaper and Magazine production
2. Seminar in Public Affairs reporting
3. Advance News reporting

#### **COURSES TAUGHT AT PDG LEVEL**

1. Location film and video production
2. Foundation of Mass communication

#### **PROJECT/THESIS SUPERVISION**

1. Over 100 projects at undergraduate level from 2006 till date
2. 4 Postgraduate Diploma Projects
3. 4 Master's Thesis (completed)
4. 4 Masters Thesis (On-going)

#### **MS.c POST GRADUATE SUPERVISION (COMPLETED)**

1. Influence of Celebrity Endorsed Television Advertising on the Patronage of selected Milk Brands in Edo State by Okosun Titilayo 11PGMC7018.
2. Influence of NTA HIV/AIDS Awareness Campaign on residents of Irukepken in Esan West Local Government Area of Edo State by Momoh Usman 11PGMC7007
3. Woman hood and Modeling in Print Media of Advertising: A content analysis of Print Media Advertisements in Nigeria (2010 – 2015 by Akowe, Unekwu 09PGMC7003)
4. Influence of violent Home Videos on the Attitude of Senior Secondary School Students in Kogi State by Sule, Ojali. 11PGMC7014

#### **AWARD**

1. Caring Mummy of the year 2019 by the Christian Fellowship of Mass Communication, Kogi State University Chapter, Anyigba.
2. Award of excellence by Mass Communication Students Association (MACOSA) 2016.

**HOBBY:** Reading, writing and singing

**REFEREE**

**1. Ada Okau**

Department of Sociology,  
Prince Abubakar Audu, University,  
Anyigba, Kogi State

**Tel: (+234)8053295348**

**2. Amidu Adinoyi Jimoh**

Department of Arabic and Islamic Studies  
Prince Abubakar Audu, University  
Anyigba, Kogi State.

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**3. Ekwenchi Ogochukwu**

Department of Mass Communication  
Nnamdi Azikiwe University, Awka, Nigeria

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