

CURRICULUM VITAE

BOLU JOHN FOLAYAN, PhD, mnipr

- JOURNALIST & COMMUNICATION SCHOLAR

BIO DATA

<i>Surname:</i>	Folayan
<i>Other Names:</i>	Bolu John
<i>Gender:</i>	Male
<i>Nationality:</i>	Nigerian
<i>State of Origin:</i>	Ondo
<i>Date of Birth:</i>	6 th February, 1967.
<i>Place of Birth:</i>	Igbotako, Ondo State.
<i>Home town:</i>	Igbotako.
<i>Local Government Area of Origin:</i>	Okitipupa Local Government.
<i>Religion:</i>	Christianity
<i>Marital Status:</i>	Married (three daughters)
<i>Contact Address:</i>	26, Adefioye Oluwasanmi Street, Off Princess Abiola Street, Idimu council, Lagos
<i>Telephone:</i>	08023089548, 08071790753
<i>Email:</i>	<u>bolujohnfolayan@gmail.com</u>
<i>Current Position:</i>	Senior Lecturer

INSTITUTIONS ATTENDED (WITH DATES):

- University of Lagos (2005-2009)
- University of Lagos (1990/1991)
- University of Lagos (1984-1987)
- The Polytechnic, Ibadan (1982-84)
- Manuwa Memorial Grammar School, Iju-Odo, Ondo State (1976-1981)

ACADEMIC QUALIFICATIONS (WITH DATES):

- PhD (Mass Communication) – 2009
- MSc. (Mass Communication) – 1991
- BSc. (Mass Communication) – 1987

- GCE Advanced Level – 1984
- GCE Ordinary Level – 1981

MEMBERSHIP OF PROFESSIONAL BODIES

- Member, Association of Communication Scholars and Professionals of Nigeria (ACSPN)
- Member, Nigerian Institute of Public Relations, (NIPR)
- Member, Nigeria Union of Journalists, (NUJ)
- Member, Nigerian Guild of Editors, (NGE)

WORK EXPERIENCE

November 2016 – To-date	Head of Department of Mass Communication, Federal Polytechnic, Ilaro, Ogun State • Teaching, Research and Administration • Area of Specialization: Strategic Communication & Media Convergence.
September 2012-January 2016	Managing Director/CEO, Newswatch Communications Ltd & Adjunct Lecturer 1-Senior Lecturer, UNIOSUN Ikire/Joseph Ayo Babalola University, JABU, Ikeji Arakeji, Osun State; • Leadership and Strategic Planning and development of the company • Policy & Programmes development and management • Editorial, HR, Operations and Marketing Supervision • Overall management of the company • Teaching & Research
December 2011 to September 2012	Executive Director, Newswatch Communications Ltd. • Policy & Programmes development and management in the areas of Special Projects, Advertisements, Online Opportunities and Brand Development.
February 2010 to Nov 2011	Lecturer 1, Osun State University • Research & Teaching in Communication Theory, Publishing, Development Communication and Reputation Management

March 2008 to Feb 2011

Consultant, Development Communication Research Centre,

- Providing mass communication research support

March 2008 to 2009 Feb 2011

**Adjunct Lecturer, Dept. of Mass Communication,
University of Lagos/Joseph Ayo Babalola University.**

Teaching & Research Interests:

Reputation management/Corporate Communications

Communication Theory

Publishing

Development Communication

March 2005 – March 2008

Group General Manager (Corporate Affairs), NICON GROUP OF COMPANIES PLC.

- Ensured proper planning, organizing, staffing, executing of corporate communications within the NICON Group.
- Provided leadership and direction in the management of the company as a BRAND.
- Liaison with advertising and public relations consultants, printers and brand specialists in building an enduring name and image for the Group;

Chief Executive Officer (Optima Communications/Third World Media Ltd/DCRC)

1993-2005

- Writing of communication campaign for clients;
- Books journal and publishing;
- Conferences & Workshops management
- Marketing communication consultant (private and public sectors)
- **Publisher, Ikale News (1992-2013)**

Reporter/Assistant News Editor (Arewa Desk), *Daily Champion*

1988-1993

- **Reporter** (covering various beats such as Governor's Office, Lagos State; Education, and Business);
- **Senior Correspondent** (covering politics – National Electoral Commission, Social Democratic Party, National Republican Convention);
- **Assistant News Editor (Arewa Desk);** (Supervising Northern States Correspondents of *Champion Newspapers*; giving them schedules; monitoring performance, editing and re-writing their reports; contributing to the Editorial Page (Op-Ed Page) of the newspaper;

Sub-Editor (RADIO LAGOS – Lagos State Broadcasting Corporation, Ikeja.

1987 – 1988 (NYSC)

- Sourcing, editing and collating news reports.

WORK EXPERIENCE AT THE FEDERAL POLYTECHNIC, ILARO AS SENIOR LECTURER

2016- TILL DATE

ACADEMIC EXPERIENCE

Courses Taught:

2016/2017, 2017/2018 & 2018/2019 Sessions (Full Time & Part Time)

- Computer Graphics for Mass Media (MAC 124)
- Introduction to Entrepreneurship (EED 126)
- Introduction to Mass Communication (MAC 114)
- Feature Writing (MAC 214)
- Newspaper & Magazine Production (MAC 223)
- Photography & Photojournalism (MAC 224)
- Research Project (MAC 229)
- Introduction to Research Methods (MAC 216)

ADMINISTRATIVE EXPERIENCE (The Federal Polytechnic, Ilaro)

- Head, Department of Mass Communication, Federal Polytechnic, Ilaro, 2016 to date
- Member, Academic Board, 2016 till date
- Member, 40 Anniversary Committee (Chairman, Fundraising Committee) 2019
- Member, International Conference Planning Committee, Federal Polytechnic, Ilaro, 2017/2018
- Member, Website Development Committee, 2018
- Chairman, Journal Publications Committee, School of Communication and Information Technology, Federal Polytechnic, Ilaro, 2017 to date
- Editor, *Nigerian Journal on Information & Communication Technology*, NJICT, (Published online and in hard copies by the School of Communication and Information Technology,) 2017 till date
- Chairman, Local Organizing Committee, National Media Information and Communication Technology Conference by the Department of Mass Communication, (sponsored by the National Information Technology Development Agency, NITDA, 2017

- Coordinator, Mounting and Accreditation ND Music Programme, Federal Polytechnic, Ilaro, 2016-2018
- Member, Board of Studies, School of Communication and Information Technology, Federal Polytechnic, Ilaro, 2016 till date
- Member, Committee on Printing IGR Committee, 2017
- Member, Convocation Fundraising Committee, 2017/2018
- Member, Planning Committee/Chair, Publicity Sub-Committee, Joint International Conference by the Schools of Communication and Information Technology and Applied Sciences, 2017/2018
- Member, Planning Committee/Chair, Publicity Sub-Committee, National Conference by School of Communication and Information Technology, 2019
- Member, Staff Development Committee, School of Communication and Information Technology, 2016 till date

ADMINISTRATIVE & ACADEMIC EXPERIENCE (General)

- External Assessor, The Federal Polytechnic, Offa
- External Assessor, (Part-time HND Programme), Lagos State Polytechnic, Ikorodu
- Adjunct Senior Lecturer, Department of Mass Communication, Joseph Ayo Babalola University, Ikeji Arakeji, Osun State, 2016 till date.
- Adjunct Lecturer, Department of Mass Communication, University of Lagos, 2012-to 2014
- Adjunct Lecturer 1/Senior Lecturer, Department of Communication & Linguistics, Osun State University, 2013-2015
- Post Graduate Programme Representative, Dept of Languages & Linguistics, UNIOSUN, Ikire. 2010/2011
- Head of Communication Unit, UNIOSUN, Ikire 2011
- Member, PG Programmes Committee, UNIOSUN, Ikire. 2010/2011
- Examination Officer, Dept of Linguistics & Communication, UNIOSUN, Ikire, 2010/2011
- Adviser, Linguistics and Communication Students Association, UNIOSUN Ikire, 2011

- Member, Accreditation Committee, UNIOSUN Ikire, 2011

RESEARCH EXPERIENCE:

Publications Since Employment with Federal Polytechnic, Ilaro (Since 2016):

(a) Books.

Ayedun-Aluma, V., Ajibade, O., Folayan, B.J. eds (2018). *Research methods in communication and media studies*. New York: Franklin International Publishers.

(b) Chapters in Books.

1. Folayan, B.J. & Balofin, T.A. (2018). A communication framework for leading difficult people. In D. Alao, & T.A. Balofin, eds. *Advanced comparative communication theories: Assemblage of essays, case studies and research trends*. New York: Franklin International Publishers.
2. Folayan, B.J. (2018). Using appropriate theories. In V. Ayedun-Aluma, O. Ajibade, B.J. Folayan, eds. *Research methods in communication and media studies*. New York: Franklin International Publishers.
3. Folayan, B.J. (2018). Using theories. In V. Ayedun-Aluma, O. Ajibade, & B.J. Folayan, eds. *Research methods in communication and media studies*. New York: Franklin International Publishers.
4. Balofin, T.A. & Folayan, B.J. (2018). Challenges of conducting research in developing countries. In V. Ayedun-Aluma, O. Ajibade, & B.J. Folayan, eds. *Research methods in communication and media studies*. New York: Franklin International Publishers.

(c) Journal publications since 2016.

1. Folayan, B.J., Omojola, O., Egharevba, M., Oyesomi, K., Yartey, D., & Adeyeye, B. (2018). The use of Ict-rooted communication codes and slangs among Nigerian students. *Journal of Social Sciences Research (SCOPUS-INDEXED)*. Vol. 4, Issue 12, pp 633-641; ISSN(e) 2411-9458, ISSN(p) 2413-6670.
2. Folayan, B.J. & Dokunmu, O. (2019). Participatory communication as a tool for all-inclusive grassroots governance: A study of selected community development associations (CDAs) in Lagos and Ogun States. *Nigerian Communication and Information Technology Journal (NCITJ) Harmattan*.

3. Folayan, B.J. (2016). *Can Nollywood Save Nigerian Children from an Impending Mass Society*. *Covenant Journal of Communication*, Dec.

(d) Journal articles accepted for publication

1. Omojola, O. Folayan, B.J., Ajibade, O., Babalola, O., Alabi, S., Dipo-Adedoyin, B., and Yartey, D., (2019). An assessment of the lecture-one test learning model by University teachers. *Journal of Education* (SCOPUS-INDEXED)
2. Folayan, B.J., Omojola, O., Ajibade, O., Babalola, O., Alabi, S., Dipo-Adedoyin, B., and Yartey, D., (2019). An assessment of the lecture-one test learning model by University teachers. *Journal of Education* (SCOPUS-INDEXED)

Publications BEFORE joining The Federal Polytechnic, Ilaro (BEFORE 2016):

(a) Books

- Folayan, B.J. (2004). *Legacies of Leadership: Biography of Alhaji Lateef Jakande*. Lagos: Third World Media Ltd.
- Yusuf F.A.O. and Folayan B.J. (eds) (2005). *Showcasing Nigeria's Banking & Financial Sector (Essays in Honour of Otunba Subomi Balogun)*. Lagps" Samofay.
- Folayan, B.J. (2010). *Olusegun Agagu: A Political Biography*. Lagos: Success Attitude Development Centre)
- Folayan, B.J. (2011). *An Introduction to Corporate Communications for Students & Professionals: LAP Publishing, Germany*.
- Folayan, B.J. (2011). *HIV/AIDS Communications Handbook*. LAP Publishing, Germany.
- Daramola A.C. and Folayan. B.J. (eds) (2013). *Public Affairs Management: Principles & Practice*. Lagos: Newswatch Books.
- Folayan, B.J. (2015). *A Practical Guide to Journalistic Writing*. Lagos: Abuja: Nigerian Union of Journalists.

Chapters in Books

- Folayan, B.J. (2005). *Managing the Corporate Identity of Financial Institutions*. In Yusuf F.A.O. and Folayan B.J. (eds) (2005). *Showcasing Nigeria's Banking & Financial Sector (Essays in Honour of Otunba Subomi Balogun)*. Lagps" Samofay.

- Folayan, B.J. (2011). *Belief, Faith and Change: Suggestions for Using the Faith-based Approach in Managing the HIV/AIDS problem in Nigeria*. In Oso, Lai, Soola, Dayo and Pate, Umaru. eds (2011). *Media, Governance and Development*. Ago Iwoye: Ogun State University.
- Folayan, B.J. (2011). *Olu Falomo, the Advertising Doyen*. In Oyeweso, Siyan, ed. *Ijesa Icons and the Making of Modern Nigeria*. Ikire: College of Humanities & Culture, Osun State University.
- Folayan, B.J. (2011). *The Interpersonal Approach to Conflict Resolution*. In Omojola, Oladokun (ed.) *Communication, Conflict Resolution & Terrorism*. LAP Publishing, Germany.
- Folayan, B.J. (2012). *Perspectives on Nigeria's Media History (1869-2009); Rethinking the Development Communication Paradigm*. In Babalola, A (ed) *Essays in Honour of Prof. Siyan Oyeweso*. Obafemi Awolowo University Press, Ile Ife.
- Folayan B.J. (2013). *Public Relations: An Overview* in Daramola A.C. and Folayan. B.J. (eds). *Public Affairs Management: Principles & Practice*. Lagos: Newswatch Books.
- Folayan B.J. (2013). *Public Affairs as 'Management Function'* in Daramola A.C. and Folayan. B.J. (eds). *Public Affairs Management: Principles & Practice*. Lagos: Newswatch Books.

Publications in Learned Journals

- Folayan, B.J. and Lijofi, Tinuola (2012). *The Perception of Gratification by Lagos Reporters*. Lagos State University's ***Journal of Communication***. Vol.1, No. 1
- Folayan, B.J. (2014) *The 'MASAABE' Framework As Advocacy Strategy in Nigeria's Oil & Gas Sector*. ***Journal of Multimedia Technology & Communication Studies***. Vol 2, No 1., Dec..

Monographs

- Folayan, B.J. (2008). *Journalism Publications (Undergraduate Course Manual, National Open University, Lagos)*
- Folayan B.J. (2008). *Corporate Communication (Undergraduate Course Manual, National Open University, Lagos)*.
- Folayan B.J. (2009). *Corporate Communication Manual for the Public Relations Department of the Corporate Affairs Commission (Abuja)*.
- Folayan, B.J. (2013). *Operations Manual*, Newswatch Communications Limited, Lagos.

Conferences & Workshops Attended Since Employment with Federal Polytechnic, Ilaro
(Since 2016):

1. Folayan, B.J. (2018). The use of Ict-rooted communication codes and slangs among Nigerian students. Presented at the International Conference on Media Communication and Information Technology, MCIT, Afe Babalola University, Ado-Ekiti.
2. Folayan, B.J., Babalola, A.O. & Dipo-Adedoyin, B. (2018). Use of ICT in contemporary mass communication training: A study of selected polytechnics in Nigeria. Presented at the 1st International Conference on Knowledge and Technological Innovation for Global Competitiveness, Federal Polytechnic, Ilaro, 5th -8th November.
3. Folayan, B.J. (2017). Deployment of Information, Communication & Technology Skills for Developing Institutional Materials for the Professional Diploma in Education (PDE) Programme. Paper presented at the PDE Conference, Adeyemi College of Education, Ondo, January 11th
4. Folayan, B.J. (2017). *Participatory Communication as a tool for All-Inclusive Grassroots Governance: A study of Selected Community Development Associations (CDAs) in Lagos and Ogun States*. Paper presented at the National Conference on Science, Technology and Communication, Federal Polytechnic, Ilaro, Ogun State, December 6-8.
5. Folayan, B.J. (2017). *Participatory Communication as a tool for All-Inclusive Grassroots Governance*. Paper presented at the Schools of Pure and Applied and Communication and Information Technology Conference, The Federal Polytechnic, Ilaro. November.
6. Folayan, B.J. (2017). A Communication Approach to Leading Difficult People. Paper accepted for presentation at the Faculty of Public Administration Conference, Obafemi Awolowo University, Ile-Ife, September 20
7. Folayan, B.J. (2017). *The Use of Whatsapp for Conflict Management: A Case Study of the Alake Foursquare Gospel Church, Lagos*. Paper presented at the National Media, Communication and Information Technology Conference, Federal Polytechnic, Ilaro, September.
8. Folayan, B.J. (2016). *Pathway to Public Affairs Management in Lagos State*. Paper presented at the Workshop on Public Affairs Management organized by the Lagos State Ministry of Information and Strategy, at Golden Tulip Hotel, Lagos.

Conferences & Workshops Attended BEFORE Employment with Federal Polytechnic, Ilaro
(Before 2016)

(International Conferences)

9. Folayan, B.J. (2012). *Contemporary Challenges in Corporate Communication*. Paper presented at the Energy Group's CEO's Conference, Marble Arch, London. March 1st -7th
10. Folayan, B.J. (2013). *Communications Perspectives to the Impending Global Financial Crises*. Paper presented at the International Conference for Corporate Managers in Turbulent Times. Dubai, United Arab Emirates, 7th-11th April.
11. Folayan, B.J. (2014). *Role of the Media in the Quest for Zero Gas Flare in Nigeria*. Paper presented at the International Conference on Gas Resources (Organized by Senate Committee on Gas Resources) held at the International Conference Centre, Abuja Nigeria, May 26-28, 2014. Folayan, B.J. (2016). *Pathway to Public Affairs Management in Lagos State*. Paper presented at the Workshop on Public Affairs Management organized by the Lagos State Ministry of Information and Strategy, at Golden Tulip Hotel, Lagos.

(Local Conferences)

12. Folayan, B.J. (2004). *Suggestions for Curricula for the Teaching of Community Media in Tertiary Institutions*. Paper delivered at the National Workshop for Curriculum Review of Mass Communication Training Institutions Organized by the Association of Mass Communication & Journalism Educators (Nigerian Chapter) in Collaboration with Optima Communications, Abeokuta.
13. Folayan, B.J. (2009). *Suggestions for Using the Faith-based Approach for HIV/AIDS Communication in Nigeria*. Paper delivered at the 1st Idowu Sobowale Conference, Caleb University, Olabisi Onabanjo University, Ago Iwoye.
14. Folayan, B.J. (2009). *The Theory & Practice of Development Communication*. Paper delivered at Special Workshop for Members of Staff of Ondo State Ministry of Information.
15. Folayan, B.J. (2011). *Reinventing the Nationalist Press for Nigeria's Development*. Paper delivered at the 2nd Idowu Sobowale Conference, Caleb University, Imota-Ikorodu, May.

16. Folayan, B.J. (2011). *The Interpersonal Approach to Conflict Resolution*. Paper delivered at the Special Workshop for Political Appointees at Local Government Level in Lagos State. Organized by the Lagos State Ministry of Local Government and Chieftaincy Affairs.
17. Folayan, B.J. (2014). *A Tactical Approach Health Insurance Communication*. Paper presented at the National Conference on Communication & Health Insurance, organized by the National Health Insurance Scheme (NHIS), NICON Luxury, Abuja, August 5-7..
18. Folayan, B.J. (2015). *Corporate Strategy for Revenue Generation for Nigerian Universities*. Paper presented at the 1st National Conference on Internally-Generated Revenue for Nigerian Universities held at NICON Luxury Hotel, Abuja, 16-18 September 2015
19. Folayan, B.J. (2015). *Leadership and People Management*. Paper presented at the First JABU Leadership Conference, Ada, Osun State. October 15..
20. Folayan, B.J. (2016). *Pathway to Public Affairs Management in Lagos State*. Paper presented at the Workshop on Public Affairs Management organized by the Lagos State Ministry of Information and Strategy, at Golden Tulip Hotel, Lagos, April 8th.
21. Folayan, B.J. (2017). *Deployment of Information, Communication & Technology Skills for Developing Institutional Materials for the Professional Diploma in Education (PDE) Programme*. Paper presented at the PDE Conference, Adeyemi College of Education, Ondo, January 11th
22. Folayan, B.J. (2017). *Participatory Communication as a tool for All-Inclusive Grassroots Governance: A study of Selected Community Development Associations (CDAs) in Lagos and Ogun States*. Paper presented at the National Conference on Science, Technology and Communication, Federal Polytechnic, Ilaro, Ogun State, December 6-8.
23. Folayan, B.J. (2017). *Participatory Communication as a tool for All-Inclusive Grassroots Governance*. Paper presented at the Schools of Pure and Applied and Communication and Information Technology Conference, The Federal Polytechnic, Ilaro. November.
24. Folayan, B.J. (2017). *A Communication Approach to Leading Difficult People*. Paper accepted for presentation at the Faculty of Public Administration Conference, Obafemi Awolowo University, Ile-Ife, September 20
25. Folayan, B.J. (2017). *The Use of Whatsapp for Conflict Management: A Case Study of the Alake Foursquare Gospel Church, Lagos*. Paper presented at the National Media, Communication and Information Technology Conference, Federal Polytechnic, Ilaro, September.

Books in Press & Unpublished research works

- 1 Folayan, B.J. (2018). *An Introduction to Communication Theories*.

- 2 Folayan, B.J. (2018). *A Practical Handbook on Health Insurance Communication Handbook*. NHIS, Abuja.
- 3 Folayan, B.J.(ed.) (2018). *University Management in Nigeria: Readings in Honour of Professor Vincent Ado Tenebe*. Lagos: National Open University of Nigeria (NOUN).
- 4 Folayan, B.J. (2009). *A study of HIV/AIDS communication approaches by interventionists in selected Nigerian states*. Unpublished PhD thesis, University of Lagos.
- 5 Folayan, B.J. (1991). *Predispositions and audience's responses to TV commercials in Lagos State*. Unpublished MSc. Dissertation. University of Lagos.

Research Projects Supervised:

BSc. Projects: 25

MSc. Projects: 4.

National Diploma: 65

AWARDS/RECOGNITIONS:

- **Certificate of Excellence** – awarded by the West African Examinations Council (1984) for being the Best Advanced Level GCE student in West Africa
- **Babatunde Jose Prize** – University of Lagos (1987) for being the Best Graduating Student in News Writing/Journalism.
- **Special Recognition Award** – National Association of Ondo Students, NAOSS (2006)
- **Special Recognition Award** – National Association of Communication and Information Technology Students (FPI Branch) 2018
- **Special Recognition Award** – Association of Mass Communication Students, AMACOS, Federal Polytechnic, Ilaro, 2018
- **Lecturer of the Year** – Awarded by Communication & Linguistics Students Association, Osun State University, Ikire Campus (2011)
- **Ikale Community Lagos/Ikorodu Award** – 2012
- **Ikale Development Union Award**, 2017
- **Commendation Plaque** – Compliments of the Vice Chancellor, National Open University of Nigeria (NOUN), Professor Vincent Ado Tenebe.
- **Secretary, Ondo State Merit Award Committee**, (Appointment by the Ondo State Government, 2007.)

PROFESSIONAL MEMBERSHIP/RECOGNITION

- Secretary, Board of Trustees, Unilag Mass Comm Alumni Association, (UMCAA)

REFEREES:

- **Professor Siyan Oyeweso**
Former Deputy Vice Chancellor (Admin)
Osun State University

Osogbo
08085326834

- **Professor Innocent Okoye**
Head, Department of Mass Communication
Afe Babalola University, Ado Ekiti
08036722542

- **Dr. Olusegun O. Aluko**
Rector
The Federal Polytechnic, Ilaro
Tel: 08033307056

ACADEMIC STAFF PROFILE

Name:	Folayan, Bolu John
School:	School of Information Technology
Department:	Mass Communication
Research Interest:	
Awards and Honours:	10
Teaching Areas:	Broadcast, Journalism, Ethics & Research Methods
Journal Publications:	12
Conferences Attended:	19
Seminars/Workshop Attended:	6

Summary of Profile:

Dr. Bolu John Folayan is journalist, communication scholar and media consultant. His primary research area is communication theory, new media and development communication.

Dr. Folayan obtained BSc (Hons) Mass Communication, MSc. Mass Communication and PhD Mass Communication from the University of Lagos in 1987, 1991 and 2010 respectively. He has 34 years cognate experience in journalism and mass communication during which he worked as reporter, assistant, editor, managing director of notable media organizations in Nigeria as well as General Manager (Corporate of Affairs) of leading corporate organizations. He is co-founder of Development Communication Research Centre (ltd/gte) as not-for-profit research outfit. He is member of the Nigerian Institute of Public Relations, (NIPR), Association of Communication Scholars and Professionals of Nigeria, (ACSPN), Nigeria Union of Journalists (NUJ) and the Nigeria Guild of Editors (NGE). He has won over a dozen

Dr. Folayan has authored over 10 academic books and has published in articles in many reputable international academic journals. The award-winning scholar is currently the Head, Department of Mass Communication, The Federal Polytechnic, Ilaro.