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## ASSOCIATION OF COMMUNICATION SCHOLARS & PROFESSIONALS OF NIGERIA

### VISION

To advance the scholarly study and practice of communication by promoting and facilitating the pursuit of excellence in academic research and professional practice in Nigeria.

### MISSION

ACSPN aims to support the process of shaping communication scholarship, training and practice in Nigeria whilst complementing the work of other bodies with similar aims and building on the potentials of the field of communication in Nigeria, conscious of the needs of the country for critical inputs from communication scholars and professionals to shape a future that will promote growth and development.

Secretariat:

Department of Mass Communication, Caleb University,  
Km 15, Ikorodu-Itoikin-Ijebu-Ode Road, Imota  
P.M.B. 21238, Ikeja, Lagos, NIGERIA.

[www.acspn.com.ng](http://www.acspn.com.ng)

[info@acspn.com.ng](mailto:info@acspn.com.ng)

[acspn.communicationnigeria@gmail.com](mailto:acspn.communicationnigeria@gmail.com)



## THE ASSOCIATION OF COMMUNICATION SCHOLARS & PROFESSIONALS OF NIGERIA

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# 9<sup>th</sup> Annual CONFERENCE /AGM 2022

### THEME:

**COMMUNICATION, MEDIA AND POWER RELATIONS IN A MULTICULTURAL SOCIETY**

### SPECIAL PANEL:

**One Country, Many Voices, Dilemmas Of Free Expression**

Wednesday, August 31 to Thursday, September 1, 2022

Abuja.

Arrival: Tuesday, August 30, 2022

Departure: Friday, September 2, 2022

## PROGRAMME



**THE ASSOCIATION OF  
COMMUNICATION SCHOLARS  
& PROFESSIONALS OF NIGERIA**

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# 9<sup>th</sup> Annual CONFERENCE /AGM 2022

**THEME:**

**COMMUNICATION, MEDIA AND  
POWER RELATIONS IN A  
MULTICULTURAL SOCIETY**



**Wednesday, August 31 - Thursday, September 1, 2022**



**Rockview Hotel,  
Plot 194, Adetokunbo Ademola Crescent, Wuse II, Abuja.**



## CONFERENCE PROGRAMME

Time	Activities	Action
<b>DAY 1 WEDNESDAY, 31 AUGUST - Conference Hall</b>		
8 - 9: 30am	Arrival and Registration	
9:30 - 10:00am	National Anthem, Opening Remarks	Dr. Chido Onumah <b>Vice President, North Central</b>
	Welcome Address	Professor Umaru Pate - <b>ACSPN President &amp; Vice Chancellor, Federal University, Kashere, Gombe State.</b>
	Introduction of Special Guests/ Goodwill Messages	Dr. Chido Onumah - <b>Vice President, North Central</b>
	Brief about ACSPN	Professor Nosa Owens-Ibie, <b>ACSPN General Secretary &amp; Vice Chancellor, Caleb University, Imota</b>
10.00 - 10.30am:	Keynote Address	Professor Kwame Karikari <b>Professor of Journalism and Mass Communication</b>
	Review:	Dr. Solomon Oyeleye - <b>HOD, Mass Communication, Caleb University</b>
10.40 - 11.00am	<b>Special Panel Session:</b> Lead Speaker One Country, Many Voices: Dilemmas of Free Expression	Malam Balarabe Ialah - <b>Director-General, National Broadcasting Commission</b>
11.00am - 12.00noon	<b>Panellists: Speakers/ Discussants</b> <b>Moderator: Dr Chido Onumah</b>	Mrs Busola Ajibola - Deputy Director, Journalism Program, Centre for Journalism, Innovation & Development
		Dr Sherri Hope Culver - Associate Professor, Klein College of Media and Communication, Temple University, USA, Alexandre Le Voci Sayad - Global Co-Chair, UNESCO Media, and Information Literacy Alliance
	Book Launch/Presentation	
12- 12.15pm	<b>Photography Break</b>	
12.:20pm - 1.20pm	Lunch Break	
1.30pm - 2.20pm	Female Researcher's Panel: Chair/Moderator: Dr. Kehinde Oyesomi - <b>HOD, Department of Mass Communication, Covenant University</b>	<b>Overall Chair: Professor Oluyinka Esan</b>
		Professor Ifeyinwa Nsude - ACSPN Vice President, South-East
		Mrs Felicia Onibon - President/CEO, Change Managers International Network
		Dr Adama Adamu - Senior Lecturer, Mass Communication, Ahmadu Bello University, Zaria.
		Mrs Adenike Aloba - Program Director, The Interactive Initiative for Social Impact Program, Managing Editor, Dataphyte
Mrs Olunmi Dipo-Adedoyin - Lecturer, Mass Communication, Lagos State University of Science and Technology		
2.30- 4.00pm	Break Out Sessions	
2:30 - 4:00pm	<b>Session 1 A</b>	<b>CHAIR: Prof Rotimi Olatunji</b>
	- Media and power Relations in multicultural society - Media Professionalism and power relations in a multicultural society	<b>EXPLORING THE POTENCY OF AGENDA-SETTING OF THE MEDIA AS A TOOL FOR COMMUNICATING POLITICAL STABILITY IN NIGERIA: THE CHALLENGE OF THE MEDIA</b> Prof. Sunday Olayinka Alawode PhD1, School of Communication, Lagos State University, Ojo, Lagos State, Maria Kisugu Obun-Andy, Department of Mass Communication, Federal Polytechnic, Ilaro, Ogun State.  <b>MEDIA, POWER RELATIONS AND MULTICULTURALISM IN NIGERIA</b> Aniekan James (Ph.D) and Uyo Ned Department of Mass Communication, Akwa Ibom State Polytechnic, Ikot Osurua



		<p><b>CHANGING THE NARRATIVE PATTERN OF THE INTAKE OF METHAMPHETAMINE AMONG TEENAGERS IN A MULTICULTURAL SOCIETY THROUGH NOLLYWOOD</b> Onyejelem, Timothy Ekeledirichukwu. Department of Mass Communication, Madonna University Nigeria; Ezeonyejaku, Njideka Patience PhD. Department of Mass Communication, Nnamdi Azikiwe University, Awka; Gambo, Sarah PhD. Department of Mass Communication, Taraba State University, Jalingo</p> <p><b>BROADCAST MEDIA AND ETHNIC POWER RELATIONS IN MULTICULTURAL BORNO STATE OF NIGERIA</b> Yahaya Abubakar. Department of Mass Communication, University of Maiduguri Abdulmutallib A. Abubakar, PhD. Department of Mass Communication, University of Maiduguri</p> <p><b>AN ANALYSIS OF MEDIA CONSUMPTION PREFERENCES AMONG PRINT MEDIA EDITORS IN NIGERIA</b> Hassan Aliyu Karofi, Director, PD &amp; Communication Development Research and Projects Centre (dRPC)</p> <p><b>NIGERIAN MASS MEDIA AS PURVEYORS OF MULTICULTURAL TOLERANCE FOR NIGERIA'S INDIVISIBILITY.</b> Afoma Linda Diri. Mass Communication Department, Abia State Polytechnic, Aba, Abia State. Ndubuisi, Chidiebere Helen. Mass Communication Department, Abia State Polytechnic, Aba, Abia State.</p> <p><b>COMMUNITY RADIO BROADCASTING AND PUBLIC ENLIGHTENMENT PROGRAMMES: A CASE STUDY OF LAGELU 96.7FM</b> Waheed Bayonle Busari, PhD1 Olamide Oluwayinka Adeyemo, PhD2 Department of Mass Communication and Media Technology, Lead City University, Ibadan</p>
	<p><b>Session 1 B</b></p> <ul style="list-style-type: none"> <li>- Digital Culture and power relations in multicultural Society</li> <li>- Emerging media and power relations in a multicultural society</li> <li>- Social Media, citizen participation and power relations in a multicultural society</li> </ul>	<p><b>CHAIR: Prof Ifanyinwa Nsude</b></p> <p><b>EXAMINATION OF FACEBOOK AND ONLINE DEFRAUDING ACTIVITIES AMONG NIGERIAN YOUTHS: A STUDY OF YOUTHS IN LOKOJA METROPOLIS</b> James Akoji Illah, Kogi State University, Anyigba, James Dada Mohammed, Kogi State University, Anyigba</p> <p><b>SOCIAL MEDIA AS VIRILE CHANNEL FOR THE PROMOTION OF AFRICAN CULTURE, VALUES AND ETHICS</b> Uwaoma Uche Phd, Gregory University Uturu, Chidinma Felicia Nwosu, Mass Communication Department, Abia State Polytechnic, Aba</p> <p><b>WEAPONISING THE ONLINE MEDIA SPACE IN NIGERIA: READERS COMMENTS AND THE ETHNICISATION OF ISSUES OF NATIONAL CONCERN</b> Joe Wilson, Department of Mass Communication, University of Maiduguri Chidinma Henrietta Onwubere, Department of Mass Communication, National Open University of Nigeria, Abuja</p> <p><b>SOCIAL MEDIA, CITIZENS PARTICIPATION AND POWER DYNAMICS IN MULTI-CULTURAL SOCIETIES: A CRITICAL DISCOURSE ANALYSIS OF MEDIA DISCOURSES ON THE TWEETER BAN IN NIGERIA BY THE LOCAL AND FOREIGN NEWSPAPERS</b> Hajara U. Sanda Ph.D, Department of Mass Communication, Bayero University Kano</p>

		<p>Jamila Mohammed Dahiru, Department of Mass Communication, Ahmadu Bello University, Zaria</p> <p><b>AUDIENCE PERCEPTION OF SOCIAL MEDIA INFLUENCE ON GOVERNMENT POLICIES IN NIGERIA</b> Okoji Chukwudinma Taiwo. Department of Mass Communication Federal Polytechnic, Offa. Prof. Azeez Lukman Adesina. Department of Mass Communication University of Ilorin. Opaleke Abimbola Enoch. Kwara State Polytechnic, Ilorin. Adegboyega Teslim. Fountain University Osogbo.</p> <p><b>SELECTED SOCIAL MEDIA PLATFORMS AS THE POWER TOOL OF THE YOUNG, A COMPARATIVE STUDY OF HOME-BASED NIGERIANS AND NIGERIANS IN THE DIASPORA</b> Atofojomo, Omolade Atinuke, Lagos State University School of Communication</p>
	<p><b>Session 1 C</b></p> <ul style="list-style-type: none"> <li>- Media Ethics and power relations in multicultural society</li> <li>- Media Ownership/Control and power relations in multicultural society</li> </ul>	<p><b>CHAIR: Prof Olusola Oyero</b></p> <p><b>MEDIA CONTROL IN A SEPARATIST PRONE SOUTH EAST NIGERIA CHALLENGE TO MEDIA REPORTING IN AN ELECTIONEARING PERIOD.</b> Uwaoma Uche PhD, Gregory University Uturu, Lechi Ikechukwu Odionyenfe, Mass communication Department, Gregory University, Uturu.</p> <p><b>MEDIA OWNERSHIP/CONTROL AND POWER IN MULTICULTURAL SOCIETY</b> Mainasara Yakubu Kurfi, Ph.D., Abdulhameed Olaitan Ridwanullah, Aondover Eric Msughter Bayero University Kano</p> <p><b>MEDIA OWNERSHIP CONTROL IN A MULTI CULTURAL NIGERIAN SOCIETY AND POLITICAL REPORTAGE</b> Uwaoma Uche Phd, Gregory University Uturu, Ezeh Maria Chinyere, Department of mass communication, Abia State Polytechnic, Aba</p> <p><b>INTERROGATING LEADERSHIP: AN ASSESSMENT OF MEDIA EFFORTS IN HOLDING THE BUHARI-LED ADMINISTRATION RESPONSIBLE FOR ITS PROMISES</b> Tunde Akanni, PhD, Alakanni and Stephen Fatonji, PhD</p> <p><b>MEDIA ETHICS AND POWER IN MULTICULTURAL NIGERIA</b> Mainasara Yakubu Kurfi, Lamara Garba, &amp; Aondover Eric Msughter, Bayero University Kano</p> <p><b>PARENTAL DIGITAL CULTURE: IMPLICATIONS FOR CHILD RIGHTS</b> Adeola Sidikat Oyeleke and Zainab Awa Oji Alex Ekwueme Federal University, Ndufu-Alike, Ikwo, Ebonyi State</p> <p><b>MEDIA OWNERSHIP/CONTROL IN POLITICAL POWER PLAY IN NIGERIA AND ITS EFFECT ON MEDIA PROFESSIONALISM.</b> Dr. Comfort Ojoma Ukwela, Department of Mass Communication, Federal University of Lafia, Nasarawa State, Nigeria</p>
	<p><b>Session 1 D</b></p> <ul style="list-style-type: none"> <li>- Public Relations and power relations in a multicultural society</li> <li>- Public Relations in a multicultural society</li> </ul>	<p><b>CHAIR: Prof Victor Ayedun Aluma</b></p> <p><b>THE DYNAMICS OF POWER RELATIONS BETWEEN THE ADVERTISERS AND CUSTOMERS IN A MULTICULTURAL SOCIETY</b> Ezeali, Chika Thonia, Department of Mass Communication, Alex Ekwueme Federal University Ndufu Alike Ikwo (AEFUNAI)</p>

	- Advertising, and power relations in a multicultural society	<p><b>ROLE OF PUBLIC RELATION IN A MULTICULTURAL SOCIETY: A CASE STUDY OF NIGERIA</b> Chidimma Chime</p> <p><b>PUBLIC RELATIONS PRACTITIONERS' PERSPECTIVE ON STERLING BANK'S 2022 EASTER MESSAGE CUM APOLOGY</b> Kobimdi Cordelia Umeh, Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria Chioma Ifeoma Agbasimelo PhD, Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria</p> <p><b>EXPLICATING SCENARIO PLANNING AS A PUBLIC RELATIONS STRATEGY IN STAKEHOLDERS MANAGEMENT FOR BUSINESS ORGANISATIONS IN A MULTICULTURAL SOCIETY</b> Oludare Ebenezer Ogunyombo PhD, mnipr, Brooks and Blake Nigeria Limited</p> <p><b>DOMINANT COALITION, PUBLIC RELATIONS PRACTITIONERS' POWER RELATIONS DYNAMICS IN MINISTRIES, DEPARTMENTS AND AGENCIES (MDAS) IN A MULTICULTURAL SOCIETY</b> Nwodu, Gloria Eberchukwu, Department of Mass Communication, Chukwuemeka Odumegwu Ojukwu University, Igbaram, Anambra State Nigeria</p> <p><b>CONTEMPORARY MEDIA AND THE DISAPPEARANCE OF "SANE" PUBLIC SPHERE IN NIGERIA, ISSUES AND IMPLICATIONS</b> Marie C. Obasi, Ph.D</p> <p><b>THE ROLE OF PUBLIC RELATIONS IN A MULTICULTURAL SOCIETY, USING NIGERIA</b> Chidimma Chime</p> <p><b>YOUTUBE ADVERTISING VALUE AND ITS INFLUENCE ON PURCHASE INTENTION</b> Chioma Ifeoma Agbasimelo, PhD, Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria Kobimdi Cordelia Umeh, Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria</p>
4:00-4:10pm		Closure
<b>DAY 2 THURSDAY, 1st SEPTEMBER - Conference Hall</b>		
8:00-9:00am	Registration Continues	
9.00 - 10.00am	<b>MASTERCLASS I: Mastering the Art of Writing Winning Research Grants</b>	Professor Umaru Pate - <b>ACSPN President &amp; Vice Chancellor, Federal University, Kashere, Gombe State</b>
10.00 - 11.00am	<b>MASTERCLASS I: Mastering the Art of Writing Winning Project Grants</b>	Mr Lanre Arogundade - <b>ACSPN Publicity Secretary &amp; Director, International Press Centre, Lagos.</b>
11:00 - 11:30am	Networking/Discussion/ Photo Break	
11:30 - 1.00pm	<b>Session 2 A</b> - Gender, Media and power relations in a multicultural society - Multiculturalism and power relations	<p><b>CHAIR. Prof Lai Oso</b></p> <p><b>GENDER BALANCING AND MEDIA REPORTING IN A MULTICULTURAL NIGERIAN SOCIETY.</b> Nkwam-Uwaoma, Adeline O. Ph.D, Department of Mass Communication, Imo State University, Owerri, Imo State. Ojiakor, Ifeoma O. Ph.D, Department of Mass Communication, Imo State University, Owerri.</p>

		<p><b>MULTIFARIOUS DISCRIMINATIONS IN A MULTICULTURAL SOCIETY: PERSPECTIVE OF GENDER BIAS IN THE MEDIA</b> Jammy Seigha Guanah, Ph.D., Department of Mass Communication , University of Benin, Benin City, Nigeria Anthonia Nkechi Umuze, Department of Mass Communication, Delta State Polytechnic, Ogwashi-Uku Delta State, Nigeria Nyerhovwo Muoboghare, Department of Mass Communication, Dennis Osadebay University, Anwai-Asaba Delta State, Nigeria Theodora Ngozi Akumabor, Department of Mass Communication, Delta State Polytechnic, Ogwashi-Uku, Delta State, Nigeria Frederick Kparoboh Edike, Ph.D., Department of Journalism and Media Studies, Delta State University of Science and Technology, Ozoro, Delta State, Nigeria Loveth Okowa-Nwaebi, Department of Mass Communication, Delta State Polytechnic, Ogwashi-Uku Delta State, Nigeria</p> <p><b>MEDIA REPRESENTATION AND WOMEN PARTICIPATION IN NIGERIAN POLITICS</b> Adenike Omotayo Okeya-Olayinka PhD, Department of Broadcasting Information and Media Science, Faculty of Communication and Media Studies, Ajayi Crowther University, Oyo</p> <p><b>GYATRI SPIVAK'S "CAN THE SUBALTERN SPEAK" AND THE INFLUENCE ON TWO NIGERIAN SCHOLARS: IRENE-SALAMI-AGUNLOYE AND BISI-ADELEYE FAYEMI; A CRITICAL ANALYSIS.</b> Oluranti Alice Babatunde, National Film Institute, Jos, Plateau State</p> <p><b>GENDER AND CHILD ABUSE ARE WORSE THAN CRIME AS REVELATIONS BASED ON FINDINGS FROM THE EDITORIAL DIRECTIONS OF NIGERIAN NEWSPAPERS: A CONTENT ANALYSIS OF THE NATION AND DAILY TRUST</b> Solomon Adetunji, Mass Communication Department, Federal Polytechnic Offa, P.M. B. 420, Kwara State. Ahmed Shakirat Modupe, Mass Communication Department, Federal Polytechnic Offa, P.M. B. 420, Kwara State Olusanya Bukola Joy, Department of Mass Communication, Federal Polytechnic Offa, P.M. B. 420, Kwara</p> <p><b>A MULTIMODAL DISCOURSE ANALYSIS OF WOMEN ADVERTISEMENTS: IMPLICATIONS FOR POWER RELATIONS</b> Umefien Dakoru Epepe, Department of Communication Studies, National Institute for Nigerian Languages, Aba, Abia State, Nigeria</p> <p><b>DOUBLE EDGE THREATS: A DELETERIOUS EXPERIENCE OF WOMEN JOURNALISTS REPORTING BOKO HARAM INSURGENCY</b> Lauratu Umar AbdulSalam, Media and Communication for Development, British Council, Nigeria</p> <p><b>GENDER, MEDIA AND POWER RELATIONS IN A MULTICULTURAL SOCIETY</b> Ahima Solomon Egashi, Department of Sociology, Faculty of Social Sciences, Taraba state University, Jalingo Sarah Gambo (PhD), Department of Mass Communication, Faculty of Communication and Media Studies, Taraba state University, Jalingo</p> <p><b>THEORETICAL DISSECTION OF A SEPARATISTS' MEDIA AND POWER RELATIONS: IPOB'S SIT-AT-HOME "ORDER" TO SOUTH-EASTERN NIGERIANS</b> Oko, Theophilus Ph.D and Ezema .I. Samuel Ph.D Department of Mass Communication, Institute of Management and Technology, Enugu.</p>
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11:30am - 1:00pm	<b>Session 2 B</b> - Communication and power relations in a multicultural society - Communication, Diversity, and power relations	<b>CHAIR: Prof Joseph Wilson</b> <b>SATIRICAL DISCOURSE OF CORRUPTION IN HAUSA THEATRICAL GENRE ON SOCIAL MEDIA</b> Adama Adamu, PhD, Department Of Mass Communication, Ahmadu Bello University, Zaria, Nigeria <b>FROM GENERALISATION TO INSIGHTFUL EXAMINATION OF JENIFA: ABUSE OF MEDIA POWER AS DANGERS IN THE NEGATIVE PORTRAYAL AND REFLECTIONS OF CONTEMPORARY NIGERIAN WOMEN IN NOLLYWOOD FILMS</b> Solomon Adetunji, Mass Communication Department, Federal Polytechnic Offa, P.M. B. 420, Kwara State. Ahmed Shakirat Modupe, Mass Communication Department, Federal Polytechnic Offa, P.M. B. 420, Kwara State Olusanya Bukola Joy, Mass Communication Department, Federal Polytechnic Offa, P.M. B. 420, Kwara State. <b>DIGITAL PUBLIC SPHERE AND POLITICAL HEGEMONY IN A MULTICULTURAL NIGERIA</b> Lawrence Ekwok, Ph.D, Department of Mass Communication, University of Calabar, Cross River State Ugo, Solomon Ugo, Department of Mass Communication, University of Calabar, Cross River State Igiri, Anthony Basse, Department of Mass Communication, University of Calabar, Cross River State, Nigeria <b>DANCING TO DOMINATE: THE IMPLICATIONS OF “DANCE NAIJA DANCE” REALITY SHOW ON THE NIGERIAN CULTURAL SPACE.</b> Sarah Lwahas, PhD, Department of Mass Communication, University of Jos Iheanacho C. Iweha, Department of Theatre Arts, Federal College of Education, Zaria <b>DIGITAL MEDIA AND NATIONAL INTEGRATION IN A MULTI-ETHNIC SOCIETY: SOME REFLECTIONS ON KEY EVENTS IN NIGERIA</b> Tsegysu Santas PhD & Kelvin Inobemhe, Department of Mass Communication, Nasarawa State University Keffi <b>COMMUNICATING CULTURAL PRACTICES OF WIDOWHOOD IN AKOKWA IDEATO NORTH LOCAL GOVERNMENT AREA, IMO STATE, NIGERIA</b> Doris Nwosu, Department of Mass Communication, Gregory University, Uturu, Abia State, Nigeria <b>RELIGIOUS MEDIA AS VEHICLES FOR NATION BUILDING: A STUDY OF SELECTED RELIGIOUS PUBLICATIONS IN NIGERIA</b> Ganiu O. OKUNNU (PhD), Department of Public Relations and Advertising, School of Communication, Lagos State University, Lagos State, Nigeria Korede F. OWOYEMI, Department of Mass Communication, Crescent University, Abeokuta <b>ELECTORATES' PERCEPTION ON USE OF SOCIAL MEDIA AS A POLITICAL AWARENESS TOOL AND INFLUENCE ON VOTING PATTERN IN PRESIDENTIAL ELECTIONS IN NIGERIA</b> Sanni, Omolade Obukohwo, School of Communication, Lagos State University
11:30am - 1:00pm	<b>Session 2C</b> - Visual communication of power in a multicultural society	<b>CHAIR: Prof Armstrong Idachaba</b> <b>THE INFLUENCE OF MEDIA ENDORSEMENT ON VOTING PROWESS IN THE 2019 PRESIDENTIAL ELECTION IN NIGERIA</b> Sijuade, E. O., Department of Journalism and Media Studies, Ajayi Crowther University, Oyo

	- Alternative Media and power relations in a multicultural society	Dr. Ayanfe O. Oyewo, Department of Journalism and Media Studies, Ajayi Crowther University, Oyo Oguntoye, C. A., Department of Public Relations and Media Studies, Ajayi Crowther University, Oyo <b>KANNYWOOD CELEBRITY ENDORSED ADVERTISEMENT AND STUDENTS PURCHASE INTENTION: A STUDY OF STUDENTS OF AHMADU BELLO UNIVERSITY ZARIA.</b> Habiba Mohammed Sani, Department of Mass Communication, Ahmadu Bello University, Zaria. Ogwuche, Pius Owoicho, Department of Mass Communication, Achievers University, Owo, Ondo State, Nigeria. Amira Musa, Department of Mass Communication, A.B.U Zaria. <b>SOCIAL MEDIA'S INFLUENCE ON CITIZEN PARTICIPATION IN GOVERNANCE: A CASE OF NIGERIA'S MULTI SOCIO-CULTURAL AND ETHNO-RELIGIOUS SOCIETY</b> Kelvin Inobemhe1; Nick-Tansi Saint Udeh, Department of Mass Communication, Nasarawa State University, Keffi-Nigeria Dr. Tsegysu Santas1 & Muhammed Aruna, Department of Mass Communication, Auchi Polytechnic Auchi, Edo State <b>EXAMINING MEDIA ETHICS AND ITS RELEVANCE TO 21st CENTURY MULTICULTURAL NIGERIA</b> Dr. Maryam Ibrahim and Abubakar Shehu, Faculty of Social Sciences, Department of Mass Communication, Ahmadu Bello University, Zaria. <b>INFLUENCE OF OWNERSHIP IN THE COVERAGE OF IPOB/ESN ACTIVITIES BY NIGERIAN NEWSPAPERS</b> Ifeyinwa Nsude, Ph.D. Department of Mass Communication, Ebonyi State University. Cordelia Onu .Department of Mass Communication, Ebonyi State University. <b>ROLE OF COMMUNICATION AND POWER RELATIONS IN ENHANCING MULTICULTURALISM IN NIGERIA</b> Uloma Godsheart Ojigwo, Department of Mass Communication, Abia State Polytechnic, Aba Uwaoma Uche PhD, Mass Communication Department, Gregory university uturu, <b>STEREOTYPING AND CONFLICT WITHIN THE CONTEXT OF POWER RELATIONS IN A MULTICULTURAL SOCIETY: THE COMMUNICATION IMPERATIVE</b> Dr. Gloria Nneka Ono, Dr. Daniel Ezegwu Department of Mass Communication, Samuel Adegboye University, Ogwa, Edo State, Nigeria Chiazor Chiaghana , Ogechukwu Okoli N., Evelyn Chinwe Obi Dept of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria <b>MEDIA OWNERSHIP AND POWER RELATIONS IN A MULTICULTURAL SOCIETY</b> Toyosi Olugbenga Samson Owolabi (PhD), School of Communication and Media Studies, Lagos State University, Ojo, Lagos <b>THEORETICAL PERSPECTIVE ON DEARTH OF INVESTIGATIVE JOURNALISM IN NIGERIA</b> John Ayodele Oyewole, Ph.D Faculty of the Social Sciences, Department of Mass Communication,
11:30am - 1:00pm	<b>Session 2D</b> - Communication, Diversity, and power relations	<b>CHAIR: Prof Abdulazeez Adesina</b> <b>MULTICULTURALISM, INSECURITY AND THE MEDIA: ASSESSMENT OF NEWS OBJECTIVITY BY RADIO BENUE CORPORATION, 95.0FM</b> Akpan Udo, PhD, Wellspring University, Benin City Nwokoro, Catherine Isioma, Wellspring University, Benin City Peter, Margaret Akwaowo, Wellspring University, Benin City

	<p><b>MULTIFARIOUS DISCRIMINATIONS IN A MULTICULTURAL SOCIETY: PERSPECTIVE OF GENDER BIAS IN THE MEDIA</b>  Jammy Seigha Guanah, Ph.D, Department of Mass Communication , University of Benin, Benin City  Anthonia Nkechi Umuzue, Department of Mass Communication, Delta State Polytechnic, Ogwashi-Uku, Delta State, Nigeria  Nyerhovwo Muoboghare, Department of Mass Communication, Dennis Osadebay University, Anwai-Asaba, Delta State, Nigeria  Theodora Ngozi Akumabor, Department of Mass Communication, Delta State Polytechnic, Ogwashi-Uku, Delta State,  Frederick Kparoboh Edike, Ph.D.Department of Journalism and Media Studies, Delta State University of Science and Technology, Ozoro, Delta State, Nigeria  Loveth Okowa-Nwaebi, Department of Mass Communication, Delta State Polytechnic, Ogwashi-Uku, Delta State, Nigeria</p> <p><b>NIGERIAN JOURNALISTS' PERCEPTION OF EDITORIAL CONTROL IN THE NEWSROOM</b>  Ejike Obeta PhD news agency of nigeria (nan), port harcourt  Nkiru Comfort Ezeh PhD, Vovena University Ogume, Delta State</p> <p><b>PATTERN OF MEDIA OWNERSHIP AND POWER RELATIONS IN NIGERIA: IMPLICATIONS FOR PRACTICE</b>  Solomon. Oyeleye PhD, Department of Mass communication, Caleb university</p> <p><b>PERCEPTIONS OF INSTAGRAM INFLUENCER MARKETING AMONG MILLENNIALS IN IBADAN</b>  Aramide Aluko, Department of Mass Communication, Covenant University, Nigeria.  Adeola Scott-Ojo, Department of Communication and Language Arts, University of Ibadan, Nigeria.  Kehinde Oyesomi, Department of Mass Communication, Covenant University, Nigeria.  Evaristus Adesina, Department of Mass Communication, Covenant University, Nigeria.</p> <p><b>PRESS COVERAGE OF INTRA-PARTY CONFLICTS: PDP AND APC IN FOCUS</b>  Aramide Aluko, Olusola Oyero, Kehinde Oyesomi, Lanre Amodu  Aramide Aluko, Department of Mass Communication, Covenant University, Nigeria.  Olusola Oyero Department of Mass Communication, Anchor University, Nigeria.  Kehinde Oyesom, Department of Mass Communication, Covenant University, Nigeria  Lanre Amodu, Department of Mass Communication, Covenant University, Nigeria</p> <p><b>UTILIZATION OF SOCIAL MEDIA IN THE PROMOTION OF NATIONAL INTEGRATION IN MULTICULTURAL NIGERIA: AN EXPLORATORY STUDY</b>  Prof. Armstrong Aduku Idachaba, Department of Mass Communication, Veritas University, Abuja  Okoh Samuel Ejime (PhD in View), Department of Mass Communication, Veritas University, Abuja  Dr. Kusugh Ternenge, Department of Mass Communication, Veritas University, Abuja</p> <p><b>PUBLIC SERVICE CAMPAIGN ON COVID-19 VACCINATION: SOCIAL PRESSURE VS SOCIAL NORMS</b>  Nkiru Comfort Ezeh PhD, Novena University Ogume, Deltastate  Ejike Obeta PhD, News Agency of Nigeria (Nan), Port Harcourt</p> <p><b>SOCIAL MEDIA USE FOR DECISION MAKING DURING POLITICS IN A MULTICULTURAL SOCIETY</b>  Sarah Gambo, Department of Mass Communication, Taraba State University, Nigeria  Woyopwa Shem, Department of Mass Communication, Taraba State University, Nigeria  Billy Graham Abel, Department of Mass Communication, Adamawa State Polytechnic</p>
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1:00-2:00pm	Lunch Break	
2:00 -2.40pm	Breakout Session Continue	2A 2D
2:40 3.20pm	Annual General Meeting/ Elections	President, ACSPN/General Secretary, ACSPN/Treasurer, ACSPN
3.20- 4.20pm	Closing Speech/ Communiqué presentation/ Presentation of Certificates	President, ACSPN, Vice-Presidents/ACSPN

