

UCHE ONYEBADI, Ph.D.

School of Journalism (Mail Code 6610), Southern Illinois University, 1100 Lincoln Drive, Carbondale IL, U.S.A.
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CURRENT EMPLOYMENT – August, 2008

Assistant Professor
School of Journalism
Southern Illinois University Carbondale, IL

RESEARCH INTERESTS:

Political Communication, Media & Politics, Communication Theory, International Communication; Media Ethics

EDUCATION

2005 – 2008: Ph.D., Journalism (Political Communication), University of Missouri, U.S.A.
2003 – 2005: M.A., Journalism (Media Management), University of Missouri, U.S.A.
1982 – 1983: M.Sc., Political Science (International Relations), University of Lagos, Nigeria.
1977 – 1981: B.Sc. Political Science, University of Benin, Nigeria.

PUBLICATIONS

- ❖ Len-Ríos, M., **Onyebadi, U.**, Fleschert, M., & Qiu, Q. (2009). The South African elite press: Setting the policy agenda for discussion of HIV/AIDS—biomedical or traditional Solutions? *International Communication Bulletin*, 44, 46-63.
(*International Communication Bulletin* is a journal of the International Division, Association for Education in Journalism and Mass Communication, AEJMC).
- ❖ Ferdinand, D., & **Onyebadi, U.** (2009). One style does not fit all: Facilitating cultural differences in teaching, *ICBCHE Journal*, 25, 7-16.

Manuscripts Under Review:

1. **Onyebadi, U.** & Oyedeji, T. (2009). Where do college students turn for information at elections: News or political advertisements? Manuscript submitted to *Mass Communication & Society*
2. **Onyebadi, U.** (2009). Assessing agenda setting's theoretical utility in the developing world: The case of Kenya. Manuscript submitted to *International Communication Gazette*
3. **Onyebadi, U.** (2009). Journalism Students' Knowledge About U.S. Politics and Government: Implications for Journalism Education. Manuscript submitted to *Journalism and Mass Communication Educator*
4. Ha, J. & **Onyebadi, U.** (2009). Perspectives in framing reality: Comparing Virginia Tech shooting reports in U.S. and South Korean newspapers. Manuscript submitted to *Asian Journal of Communication*.

REFEREED CONFERENCE PAPERS:

1. **Onyebadi, U.** (2009, August). Journalism Students' Knowledge About U.S. Politics and Government: Implications for Journalism Education (Paper presented at the annual conference of Association for Educators in Journalism and Mass Communication, Boston, MA, U.S.A).
2. Oyedeji, T., Palomaki, J., **Onyebadi, U.**, Hou, J. (August, 2009). Exploring the effects of ideological congruency between journalism/mass communication students and professors on students' learning experience. (Paper presented at the annual conference of Association for Educators in Journalism and Mass Communication, Boston, MA, U.S.A).
3. Ha, J. & **Onyebadi, U.** (August, 2009). Perspectives in framing reality: Comparing Virginia Tech shooting reports in U.S. and South Korean newspapers. ((Paper presented at the annual conference of Association for Educators in Journalism and Mass Communication, Boston, MA, U.S.A).
4. **Onyebadi, U.** (2009, May). Assessing agenda setting's theoretical utility in the developing world: The case of Kenya. (Paper presented at the International Communication Association (ICA) conference in Chicago, May, 2009)
5. **Onyebadi, U.** (2007, May). *Media ethics and the challenge of shredded reputation*. Paper presented at the annual International Communication Association (ICA) conference, San Francisco, USA.
6. **Onyebadi, U.** (2007, May). *Towards an examination and expansion of the agenda setting theory: A theoretical perspective*. Paper presented at the annual International Communication Association (ICA) conference, San Francisco, USA.
7. Len-Ríos, M. E., **Onyebadi, U.**, Phillips, M., Qiu, Q. (2007, May). *The South African Elite Press: Setting the Policy Agenda for Discussion of HIV/AIDS—Biomedical or Traditional Solutions?* Paper presented at the annual International Communication Association (ICA) conference, San Francisco, USA.
8. **Onyebadi, U.** (2007, August). *Patterns of failure: A functional analysis of television spots of unsuccessful U.S. presidential candidates (1952-2004)*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington DC, USA.

CONFERENCE PANEL PRESENTATION:

- Assessing agenda setting's theoretical utility in the developing world: The case of Kenya. Panel session held at the 8th Annual Global Fusion Conference, Ohio University (October 31 – Nov 2, 2008).

RESEARCH PHILOSOPHY

- The true and simple meaning of research is encapsulated in two words: search again.

TEACHING PHILOSOPHY:

- Students are the pilots; teachers are navigators. As a teacher therefore, I serve as a faithful and erudite guide to students as they paddle along in the quest for academic self-fulfillment. In this process, I strive to make learning more compelling than repelling, creating a congenial environment for the student to blossom, and offering myself as a ready place of succor when the vicissitudes of academia begin to take their toll. And in

assessing academic work, I feel more concerned with opportunities for excellence than scavenging for pitfalls to justify tirades of all sorts. In all, a teacher should be judged not necessarily by academic laurels and exuberance, but by the contribution made toward intellectually nurturing those entrusted in his or her care.

TEACHING EXPERIENCE:

2009:

Fall Semester:

- ❖ Writing for the Media: School of Journalism, Southern Illinois University Carbondale, U.S.A.

Summer Semester:

- ❖ Media & Politics (Graduate level): College of Mass Communication & Media Arts, Southern Illinois University Carbondale, U.S.A.

Spring Semester:

- ❖ Sports Writing: School of Journalism, Southern Illinois University Carbondale, U.S.A.
- ❖ Writing for the Media: School of Journalism, Southern Illinois University Carbondale, U.S.A.

2008:

Fall Semester:

- ❖ Writing for the Media: School of Journalism, Southern Illinois University Carbondale, U.S.A.

Spring Semester:

- ❖ News Reporting & Writing: Graduate Instructor, School of Journalism, University of Missouri, U.S.A.

2007:

Fall Semester

- ❖ News Reporting & Writing: Graduate Instructor, School of Journalism, University of Missouri, U.S.A.

Spring Semester

- ❖ News Reporting & Writing: Graduate Instructor, School of Journalism, University of Missouri, U.S.A.

2006:

Fall Semester

- ❖ News Reporting & Writing: Graduate Instructor, School of Journalism, University of Missouri, U.S.A.

Winter Semester

- ❖ News Reporting & Writing: Graduate Instructor, School of Journalism, University of Missouri, U.S.A.

2005:**Fall Semester**

- ❖ News Reporting & Writing: Graduate Instructor, School of Journalism, University of Missouri, U.S.A.

Summer Semester

- ❖ News Reporting & Writing: Adjunct Instructor, School of Journalism, University of Missouri, U.S.A.

Winter Semester

- ❖ News Reporting & Writing: Graduate Instructor, School of Journalism, University of Missouri, U.S.A.

2004:**Fall Semester:**

- ❖ Cross Cultural Journalism: Graduate Teaching Assistant, School of Journalism, University of Missouri, U.S.A.

Winter Semester

- ❖ Cross Cultural Journalism: Graduate Teaching Assistant, School of Journalism, University of Missouri, U.S.A.

PROFESSIONAL ASSOCIATIONS' MEMBERSHIP:

- International Communication Association (ICA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- National Association of African Journalists (in the U.S.A.)

DISSERTATION/RESEARCH

1. Onyebadi U, (2008): Towards an examination and expansion of the agenda-setting theory: Did the media matter in Kenya's presidential election, 2007? University of Missouri, U.S.A.
2. Onyebadi, U. (2005). *Nigeria's private media and agenda setting: An evaluation of ThisDay newspaper's house editorials (2004)*. Unpublished MA Journalism thesis at the University of Missouri
3. Onyebadi, U. (1983). *Conflict management in Africa: A case for an African high command*. Unpublished M.Sc. Political Science thesis at the University of Lagos, Nigeria.
4. Onyebadi, U. (1981). *Nigerian foreign policy: Aid to African nations, 1975-1979*. Unpublished B.Sc. Political Science thesis at the University of Benin, Nigeria.

SERVICE TO COMMUNITY: ACADEMIC**Paper Reviewer:****2008:**

- International Communication Association (ICA) - for May 2009 conference in Chicago, U.S.A. (3 papers)
- Association for Education in Journalism and Mass Communication (AEJMC) – for August 2009 conference in Boston, U.S.A. (4 papers)

2009:

- Association for Education in Journalism and Mass Communication (AEJMC) – for August 2009 conference in Boston, U.S.A. (4 papers for GEIG Division)

- **MA Thesis Committee Membership** (MCMA, Southern Illinois University Carbondale):
 1. Michael Todd: “A comparative Analysis of Audiovisual Techniques in News Coverage of the Wars in Iraq “. **Fall, 2008**
 2. Sang Keon Yoo: “A Comparative Analysis of Korean Newspapers coverage of Ladies Professional Golf Games on South Korea and U.S.A.” **Fall, 2008 – Fall, 2009**
 3. Jaesik Ha: “News Framing in the 2008 U.S. Presidential Election: A Comparative Content Analysis of Episodic vs. Thematic Framing in U.S. and South Korean Newspapers” **Fall, 2008 – Spring, 2009**
 4. Mohammad Delwar Hossain: “Framing the liberation war of Bangladesh in the U.S. and U.K media. A content analysis of the New York Times and the Daily Telegraph” **Chair, Fall, 2009 -**
 5. **Special Case:** Telephone interview with Aroun R. Deen, for MA thesis in Global Affairs at New York University, New York city. Title: Is the African Union (AU) an impediment to development in Africa? Interview held on August 15, 2009.

- **Doctoral Committee Membership** (MCMA, Southern Illinois University Carbondale)
 1. Ying Huang: “Constructing Otherness: Analysis of Images of the ‘West’ in Contemporary Chinese Magazine Advertisements.” **Fall, 2008 -**
 2. Xd Liu: “Elaboration Online and Offline: Evaluate the Impact of Information Sharing on Self-efficacy and Individual Opinion Speaking-out. From a Social Learning and Social Cognitive Theory Perspective” **Fall, 2008 -**
 3. Ying Li: “Too many theories or too many skills? The perceived impact of theoretical knowledge of mass communication among journalists and public relations practitioners.” **Fall, 2008**
 4. Dorothy Njoroge: “Publicizing the African cause: An analysis of global media discourses regarding the celebrity-led ‘Make Poverty History Campaign,’” **Spring - Fall, 2009 -**
 5. Debra Ferdinand (**College of Education**): “Workforce Education and Development Curriculum: Responsiveness to Culturally and Internationally Diverse Graduate Students.” **Fall, 2008 – Fall 2009**
 6. Lei “Tommy” Xie: “Climate change in the changing climate of news media: A comparative analysis of mainstream media and blog coverage of climate change in the

United States and The People's Republic of China, 2005-2008.” **Spring 2009 – Summer, 2009**

▪ **Seminars & Brown Bags:**

1. Chairperson of Colloquium Session: “Civil Society – Communications: Where are we? What needs doing next”, organized by Global Media Research Center, Southern Illinois University Carbondale, March 19-21, 2009. Keynote speaker: Prof. Sandra Ball-Rokeach
2. Ph.D. Pro-Seminar (MCMA 595). “Media & Politics” September 17, 2009 (Southern Illinois University Carbondale)

▪ **Independent Study:**

1. Luis Medina (School of Journalism, Southern Illinois University Carbondale), **Spring, 2009.**
2. Mohammad Delwar Hossain (Graduate Student, Mass Communication and Media Arts, Southern Illinois University Carbondale), **Fall 2009-**

SERVICE TO COMMUNITY: NON ACADEMIC

1. Member, NEH Summer Stipend Review Panel, Southern Illinois University Carbondale September, 2008
2. Member, College of Mass Communication and Media Arts Diversity Committee, Southern Illinois University Carbondale (2009 -)
3. Member, New Faculty Search Committee, School of Journalism, Southern Illinois University Carbondale (2009)
4. Member, Curriculum Review Committee, School of Journalism, Southern Illinois University Carbondale **2009**
5. Judge: Best Sports Story and Center Spread Competition for the 59th Annual Spring Conference of SISPA (Southern Illinois School Press Association – coordinated by SIU School of Journalism); Feb 25, **2009**. Also gave the Keynote address at SISPA.
6. Judge: Charles Feirich Best Column Ballot Competition – 2009 – Organized by the School of Journalism, Southern Illinois University Carbondale
7. Member, Advisory Committee to Director, School of Journalism, Southern Illinois University Carbondale (Fall, 2009 -)
8. Member, Undergraduate Curriculum Committee, School of Journalism, Southern Illinois University Carbondale (Fall, 2009 -)
9. Academic Adviser to: Abedin, Zainul, Ph.D. student, College of Mass Communication and Media Arts, Southern Illinois University Carbondale. (Fall, 2009 -)

Awards:

Winner, John Bies International Travel Grant for Doctoral Dissertation (2007-2008 Academic Year), University of Missouri, U.S.A.

Research Assistantship:

Graduate Research Assistant to:

- ❖ Professor Wayne Wanta, University of Missouri. U.S.A.
 - Spring Semester, 2008
 - Fall Semester, 2007.
 - Winter Semester, 2007
 - Fall Semester, 2006.
- ❖ Professor Lee Wilkins, University of Missouri, U.S.A
 - Winter Semester, 2006.
- ❖ Assistant Professor Maria Len-Rios, University of Missouri, U.S.A.
 - Winter Semester, 2006.

MEDIA EXPERIENCE**1998-2003:**

Managing Director (CEO), Chrisley Limited, P.O. Box 76616, Nairobi-Kenya (Managing Director, Corporate Image Limited).

- Portfolio: Director; Sports Management & Promotions (Athletics, Soccer, Boxing); PR; Marketing & Advertising; Radio & Television presentation and commentary (sports).
- Conceptualized and Managed Athletics Sponsorship for Athletics Kenya, an affiliate of the International Association of Athletics Federations (IAAF), 1999 – 2004. Sponsorship by Eveready Batteries, Kenya Limited. Sponsorship value is USD \$750,000 approximately.

2000-2002:

Weekly Columnist, *Daily Times* newspaper, Nigeria.

1994-1998:

Managing Director (CEO), Corporate Image Limited, P.O. Box 76540 Nairobi Kenya.

- Portfolio: Director; Sports Management & Promotions (Athletics, Soccer, Boxing); PR; Marketing & Advertising; Radio & Television presentation and commentary (sports).

1992-1994:

- Editor/General Manager, Top Magazine, P.O. Box 9888, Lagos-Nigeria.

1988-1992:

- Deputy Editor/General Manager, Top News Magazine, P.O. Box 9888, GPO, Lagos-Nigeria.

1984-1988:

- Foreign News Editor/Features Writer/Reporter, Vanguard Newspapers, P.O. Box 1007, Apapa-Lagos, Nigeria.

NON ACADEMIC PUBLICATIONS:

- Onyebadi, U. (2006). *Death has forgotten him and other stories*. Nairobi–Kenya: East African Educational Publishers.
- Onyebadi, U. (2003). *African government & politricks: The art of mismanaging Africa's affairs*. Nairobi-Kenya: Chrisley Limited.
- Onyebadi, U. (1998). *How to be an African Lady*. Nairobi-Kenya: Kenway Publications.
- Onyebadi, U. (1990). *How to be a Nigerian politician*. Lagos Nigeria: Stallion Communications Ltd.

OTHER INTERESTS:

Creative Writing, Reading, International Affairs, Traveling, Sports Management (Athletes Manager since 2000)

REFERENCES:

1. Professor Wayne Wanta

Welch-Bridgewater Chair of Sports Journalism
School of Journalism and Broadcasting
311 Paul Miller Building
Oklahoma State University
Stillwater, OK 74078
Tel: 405-744-8206; Email: wayne.wanta@okstate.edu

2. Professor Betty H. Winfield

Journalism Studies
205 Neff Hall
Missouri School of Journalism
Columbia, MO 65211-1200
Tel: 573-882-5639; E-mail: winfieldb@missouri.edu

3. Professor Osa' P. Amienyi

Chair, Department of Radio-TV
Arkansas State University
P.O. Box 2160
AR 72467
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4. William H. Freivogel

Director, Associate Professor
School of Journalism
Southern Illinois University Carbondale
Visiting Professor, Paul Simon Public Policy Institute
618-453-3288 (office); 618-453-5200 (fax)
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