



International
Communication
Association
NIGERIA

1ST NATIONAL CONFERENCE

INTERNATIONAL COMMUNICATION ASSOCIATION (ICA)
NIGERIA REGIONAL CHAPTER



GLOBAL COMMUNICATION SHIFTS AND IMPLICATIONS FOR AFRICA



Nile University,
Abuja, Nigeria



24th - 25th
March, 2026



www.icanigeriachp.org

PARTNERS



COLLABORATORS



DAY 1 – TUESDAY, MARCH 24, 2026

Time	Activity
8.00am – 9.30am	Arrivals, Registration, and badges
9.30 – 10.00am	Opening & Remarks by: <ul style="list-style-type: none"> ➤ HOD, Mass Comm, Nile University ➤ Chair, ICA Nigeria ➤ Steering Committee ➤ Reps, Partner Universities
10.00 – 10.15am	Welcome Address: Vice Chancellor, Nile University
10.15 – 10.30am	Special Guest Speaker: Prof. Thomas Hanitzch (ICA President)
10.30 – 10.45am	Keynote 1: Prof. Yakubu Ozohu-Suleiman (Nile University of Nigeria)
10.45 – 11.00am	Keynote 2: Prof. Esekong Andrew-Essien (University of Calabar)
11.00 – 11.10am	Response/Discussion
11.10 – 11.20am	Tea Break
11.20 – 11.30am	WABMA Session – Dr. Ken Okere (West Africa Broadcast & Media Academy)
11.30 – 11.45am	Keynote 3: Dr. Dili Ezughah (Nigerian Press Council)
11.45 – 12.10pm	Responses/ Discussion
12.10 – 1.50pm	Panel Session: QSS 13 & Anniversary Dialogue – Is Africa Ready for ICA26? Speakers: Prof. Sr. Agnes Lucy Lando (Founding Chair, ICA Kenya) Prof. Theodora Dame (Durban University of Technology) Dr. Emmanuel Maduneme (Southeast Missouri State University)

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Dr. Godswill John

(Cross River State University)

Dr. Joy Kibarabara

(Stockholm University)

Remarks by ICA Chapter Chairs (10 mins)

1.50 – 2.20pm

Lunch Break

2.20 – 3.50pm

Paper Presentations / **Parallel Sessions I**

3.50 – 4.05pm

Keynote 4: Professor Srivi Ramasubramanian
(Syracuse University)

4.05 – 4.30pm

Discussion/Recap / Closing

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COLLABORATORS



DAY 2 – WEDNESDAY, MARCH 25, 2026

Time	Activity
10.00 – 10.10am	Opening Remarks
10.10 – 10.20am	Remarks by Collaborators & ICA Chapter Chairs
10.20 – 10.35am	Keynote 5: Yop Rwang Pam (Project by Projects)
10.35 – 10.50am	Keynote 6: Dr Bassey Ibiang Okon (Air Force Institute of Technology)
10.50 – 11.55am	Response / Discussion
11.55 – 12.05am	Tea Break
12.05 – 1.35pm	Paper Presentations / Parallel Sessions II
1.35 – 2.05pm	Lunch Break
2.05 – 2.20pm	Keynote 7: Dominique Brossard, Ph.D. (University of Wisconsin–Madison)
2.20 – 2.35pm	Keynote 8: Professor Raka Shome (Villanova University)
2.35 – 2.50pm	REACH Keynote – Professor Noshir Contractor (Chair, ICA REACH)
2.50 – 4.00pm	Response / Discussion & Final Paper Presentations
4.00 – 4.15pm	ICA Nigeria Chapter Leadership Transition Ceremony
4.15 – 4.30pm	Communique, Certificates, & Closing
	DAY 2 PART 2
6.00pm – 7.30pm	Anniversary / Awards Evening

PARTNERS



COLLABORATORS



Paper Presentations Schedule

Parallel Sessions I

Group A

S/N	TOPIC & AUTHORS
1.	Mapping Africa's Representation in Global Media: A Bibliometric Analysis (2010–2025) (005-INC) AUTHOR(S) John Aliu, Ph.D., Blessing Kure
2.	Performing 'Africanness' for Global Audiences: Identity Construction in Internationally Distributed African Films (006-INC) AUTHOR(S) Adanma Vivian OBIORA
3.	Communication Challenges in Nigeria's Naira Redesign Policy Implementation (011-INC) AUTHOR(S): Femi Oloruntoba; Ava James Aperverga
4.	Global Platforms, Algorithmic Power, and the Reconfiguration of Nigeria's Digital Public Life (009-INC) AUTHOR(S): Theodora Bassey Etim
5.	Media Construction of Sexualized Femininity: Presentation of Women in Nigerian Afrobeats Music Videos (030-INC) AUTHOR(S): Audrey Vershima Soho; Akuta Michelle Idialu; Moses Iorhembra Akurega.
6.	Enhancing Rural Development through Animation and Visuals in Northern Nigeria (018-INC) AUTHOR(S): Dr. Desmond O. Okocha; Karofi Hassan Aliyu
7.	TikTok as a Tool for Health Promotion in a University Ecosystem: Addiction to Smoking in Perspective (012-INC) AUTHOR(S): Dr. Catherine Anthony-Mekwunye
8.	A Bibliographic Review of Communication Strategies for Inclusive Education, Advocacy, and Policy Implementation in Nigeria (029-INC) AUTHOR(S): Auwal Sani; Adamu Maryam Fika

PARTNERS



COLLABORATORS



Group B

S/N	TOPIC & AUTHORS
1.	Enhancing Climate Change Communication for Grassroots Environmental Advocacy in in Africa (001-INC) AUTHOR(S): Professor Mina Ogbanga
2.	Reframing Climate Change Narratives in Africa: Communication Strategies for Environmental Sustainability in a Globalised Media Era (010-INC) AUTHOR(S): Dr. Nonye Benedeth Ezeaka
3.	Indigenous Knowledge Systems and Environmental Communication (016-INC) AUTHOR(S): Gloria Eberechukwu Nwodu
4.	Digital Media Exposure and Climate Change Awareness among Rural Farmers in South-West Nigeria (025-INC) AUTHOR(S): ONAOPEPO, Ibrahim Bamidele Ph.D
5.	Strategic Corporate Communication and Branding in Advancing Anti-Human Trafficking Awareness: The Blue North Initiative for the Prevention of Human Trafficking Experience in Africa (013-INC) AUTHOR(S): Calistus Ekenna; Atala Yohanna Joshua
6.	The Impact of AI-Generated Deepfake Content on Political Discourse and Falsehood in Nigeria's Democracy (033-INC) AUTHOR(S): Anne ODOH Ph.D.
7.	Is Africa Being Recolonized in The Era of Technological Advancements? Critiquing Africa's Sovereignty in The Era of Artificial Intelligence (034-INC) AUTHOR(S): Desmond Onyemechi Okocha; Jude Zoho
8.	West Africa's Climate Future: Communication Strategies for Sustainable Development (041-INC) AUTHOR(S): Dr. Ibinabo Ogolo

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Parallel Sessions II

Group A

S/N	TOPIC & AUTHORS
1.	Enhancing Climate Change Communication for Grassroots Environmental Advocacy in in Africa (001-INC) AUTHOR(S): Professor Mina Ogbanga
2.	Reframing Climate Change Narratives in Africa: Communication Strategies for Environmental Sustainability in a Globalised Media Era (010-INC) AUTHOR(S): Dr. Nonye Benedeth Ezeaka
3.	Indigenous Knowledge Systems and Environmental Communication (016-INC) AUTHOR(S): Gloria Eberechukwu Nwodu
4.	Digital Media Exposure and Climate Change Awareness among Rural Farmers in South-West Nigeria (025-INC) AUTHOR(S): ONAOPEPO, Ibrahim Bamidele Ph.D
5.	Strategic Corporate Communication and Branding in Advancing Anti-Human Trafficking Awareness: The Blue North Initiative for the Prevention of Human Trafficking Experience in Africa (013-INC) AUTHOR(S): Calistus Ekenna; Atala Yohanna Joshua
6.	The Impact of AI-Generated Deepfake Content on Political Discourse and Falsehood in Nigeria's Democracy (033-INC) AUTHOR(S): Anne ODOH Ph.D.
7.	Is Africa Being Recolonized in The Era of Technological Advancements? Critiquing Africa's Sovereignty in The Era of Artificial Intelligence (034-INC) AUTHOR(S): Desmond Onyemechi Okocha; Jude Zoho
8.	West Africa's Climate Future: Communication Strategies for Sustainable Development (041-INC) AUTHOR(S): Ogolo, Ibinabo
9.	From Conflict to Collaboration: The "Chatham House" Dialogue Model, Boundary Objects, and the Mediated Reform of the Nigeria Police Act 2020 (045-INC) AUTHOR(S): Odoh Diego Okenyodo

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Group B

S/N	TOPIC & AUTHORS
1.	<p>Changing Global Trends in Audio-visual Content Creation: Implications on Nigerian Digital Entrepreneurs (Digipreneurs) (019-INC)</p> <p>Timothy Ekeledirichukwu ONYEJELEM, PhD</p>
2.	<p>TikTok as a Tool for Health Promotion in a University Ecosystem: Addiction to Smoking in Perspective (012-INC)</p> <p>AUTHOR(S): Dr. Catherine Anthony-Mekwunye</p>
3.	<p>SBCC Evaluation of Algorithmic Marginalization as a Barrier to Social and Self Enhancement in Sub-Saharan Africa (015-INC)</p> <p>AUTHOR(S): Edang Yolanda Ekpo Bassey, PhD</p>
4.	<p>Evaluating the Effectiveness of Social Media Campaigns in Addressing Poverty (038-INC)</p> <p>AUTHOR(S): A.O Adebuseyi; Y.O Ayobolu</p>
5.	<p>Sovereignty Under Scrutiny: The Strategic Dissonance of Nigeria–US Counter-Terrorism Communication and its Domestic Reception (039-INC)</p> <p>AUTHOR(S): Rachael O. Ojeka-John; Jacob S. Suemo; Olanrewaju O. P. Ajakaiye</p>
6.	<p>Interrogating Participatory Communication as a Catalyst for Climate Justice and Innovative Finance in Delta State’s Vulnerable Communities (026-INC)</p> <p>AUTHOR(S): Nelson Okoko, PhD; Muyiwa Odele, PhD</p>
7.	<p>Assessing the Nation-Building Implications of Social Media Entertainment among Nigerian Undergraduates (040-INC)</p> <p>AUTHOR(S): Damilare Joshua Agbele, PhD; Peret Kaatpo</p>
8.	<p>Public Relations as Feminist Media Advocacy: Challenging Femicide Narratives in Nigeria (004-INC)</p> <p>AUTHOR(S): Uduak-Enoh, Juliet Onyekachi (PhD); Enyindah, Stella Chinyere (PhD)</p>

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FINAL PAPER PRESENTATIONS

S/N	TOPIC & AUTHORS
1.	Digital Shifts: How Technology is Reshaping Journalism and Media in Africa (042-1NC) AUTHOR(S): Dr. Ibinabo Ogolo; Celestine Ogolo
2.	The Informalization of Media: Youth Content Creators, Influencer Economies and the Redefinition of Journalism in Africa (043-1NC) AUTHOR(S): Oyindoubra Timi-Wood
3.	Influence of Social Media on Citizens' Participation in the Democratic Process in Nigeria (044-1NC) AUTHOR(S): Kingsley Inalegwu Onah; Santas Tsegyu, Ph.D; Emejor Chibuzor Kelechi
4.	Artificial Intelligence and the Making of Local Content Broadcasting by Unity FM Radio of Federal Radio Corporation of Nigeria (FRCN) (046-1NC) AUTHOR(S): Nelson Iroabuchi Ogbaeja, Ph.D; Stella Adannaya Nelson-Ogbaeja Ph.D

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