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...The Very Essence

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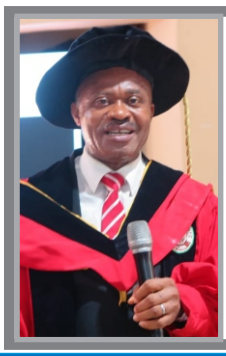


Nigeria would Experience Meaningful Development only when there is Regard for Professionalism

- Prof. Nsikan Senam

(UNIUYO'S 127th Inaugural Lecturer)

Page 3

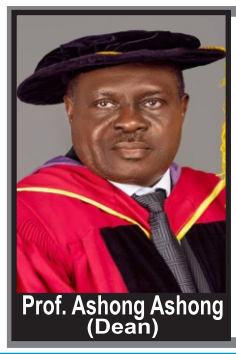


Between the Gulag of Government Control and the Jaws of Commercialism: Wither Public Service Broadcasting in Nigeria?

- Prof. Uwem Akpan

(UNIUYO'S 129th Inaugural Lecturer)

Page 5



Prof. Ashong Ashong (Dean)

UNIUYO's Faculty of Communication and Media Studies: Redefining Communication Education

Page 8

Governing Council Appoints Prof. Christopher Ekong UNIUYO's 9th Substantive VC



Prof. Chris Ekong

The Governing Council of the University of Uyo (UNIUYO) has appointed Professor Christopher Nyong Ekong as the 9th substantive Vice-Chancellor of the University.

The appointment, which takes effect from June 16, 2026, followed a rigorous selection process conducted in accordance with the University's statutory provisions.

The decision was taken at the Council's meeting held on Thursday, April 30, 2026, at the Council Chamber, University of Uyo Main Campus, Nwaniba Road.

Professor Ekong, will take over from the Acting Vice-Chancellor, Professor Samuel Odewumi, who has overseen the administration of the University in an acting capacity pending the appointment of a substantive Vice-Chancellor.



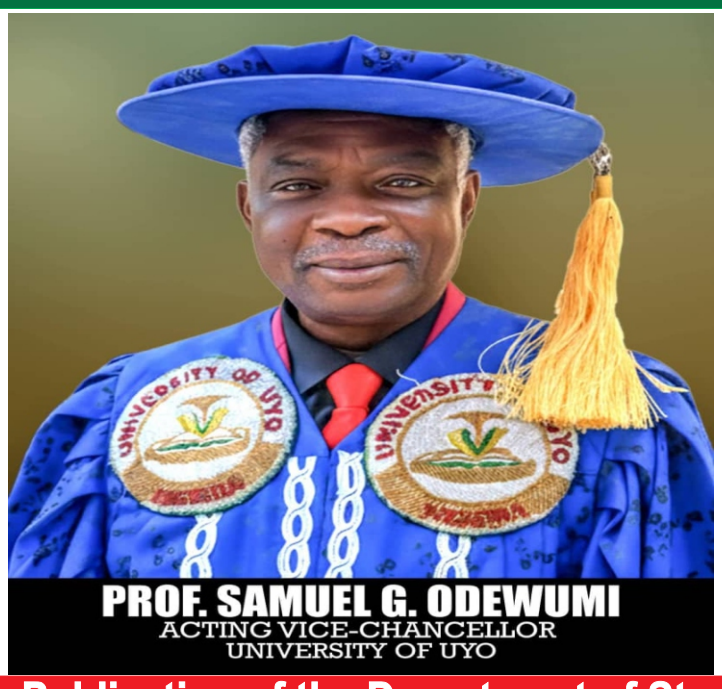
This appointment brings to a close the selection process for the University's 9th substantive Vice-Chancellor.

The HOD, Staff and Students of the Department of Strategic and Corporate Communication heartily Congratulate Prof. Chris Ekong on his appointment as the 9th Substantive Vice Chancellor of the University of Uyo.

Prof. Nsikan Senam
(HOD)

UNIUYO's 6th Registry Lecture: Acting VC Underscores Transformational Leadership

By Abigail Ifiok



The Acting Vice-Chancellor of University of Uyo, Professor Samuel Odewumi, has underscored the urgent need for visionary and adaptive leadership to reposition Nigerian universities for national development.

Speaking at the institution's 6th Distinguished Annual Registry Lecture, Prof. Odewumi described the theme, "Leadership for Change: The Way Forward for University and Societal Transformation," as both timely and thought-provoking, noting that it directly addresses the leadership gaps confronting the university system in an increasingly dynamic global environment.

The Acting Vice-Chancellor commended the Registry staff for their professionalism, teamwork, and dedication in organising the event, stressing that non-teaching personnel remain critical to institutional stability and administrative efficiency.



Mrs. Blossom Okorie
(Registrar)

Delivering the keynote lecture, Ambassador Gabriel O. Egbe called for a paradigm shift in university governance, urging institutions to evolve into hubs of innovation, entrepreneurship, and problem-solving rather than mere centres for certificate acquisition. He identified key challenges facing the sector, including political

NEWS

UNIUYO Intensifies Academic Excellence through Research and Relevant Innovation

By our correspondent

The University of Uyo has reaffirmed its commitment to academic excellence, research development, and community service as the institution continues to strengthen its reputation as one of Nigeria's leading federal universities. The management of the university recently highlighted several initiatives aimed at improving teaching, learning, and research output within the institution.

Speaking during a recent academic event at the university campus in Uyo, the Vice-Chancellor emphasized the importance of innovation and collaboration in addressing societal challenges. According to the Vice-Chancellor, universities must not only focus on theoretical knowledge but also produce research that provides practical solutions to national and global problems.

He explained that UniUyo has continued to invest in research activities across various faculties, encouraging lecturers and students to engage in groundbreaking studies. These efforts, he noted, have helped the institution gain recognition both nationally and internationally.

In recent years, the university has organized several academic conferences, seminars, and inaugural lectures aimed at promoting intellectual discourse. These events provide a platform for scholars to share ideas, present research findings, and discuss solutions to contemporary issues affecting society.

One of the highlights of the university's academic calendar is the inaugural lecture series delivered by distinguished professors. These lectures showcase years of research and academic contributions made by the professors in their respective fields. The lectures also serve as an opportunity for students and members of the public to gain deeper insights into various academic disciplines.



Prof. Samuel G. Odewumi
UNIUYO Acting VC

In addition to academic activities, UniUyo has also made significant improvements in infrastructure development. New classroom blocks, laboratories, and student facilities have been constructed to enhance the learning environment. The university management stated that these developments are part of a broader strategy to ensure that students receive quality education in a conducive environment.

Students of the institution have also continued to excel in various academic and extracurricular activities. Several students have won national competitions, while others have represented the university in research presentations and innovation programs.

Furthermore, the university has strengthened partnerships with government agencies, private organizations, and international institutions. These collaborations are aimed at expanding opportunities for research funding, student exchange programs, and professional development for staff.

Education stakeholders have commended the university management for its dedication to improving the standard of education and maintaining academic discipline. They noted that such efforts are essential in preparing graduates who can contribute meaningfully to national development.

As UniUyo continues to grow, the institution remains focused on its mission of producing highly skilled graduates, promoting research excellence, and contributing to the socio-economic development of Nigeria.

Faculty of Communication and Media Studies Launches Official Merchandise to Promote Student Unity

By Edima Joseph Udoh

The Faculty of Communication and Media Studies (CMS), University of Uyo, has officiallylaunched a series of branded merchandise for students, marking what the faculty leadershipdescribes as the beginning of a "new era" for the faculty. The initiative was communicatedthrough a letter signed by the Faculty President, Ephraim Amba, and introduces items aimed atpromoting student representation and unity within the faculty.

According to the letter, the newly released merchandise includes departmental tote bags, facultybangles, faculty caps and T-shirts. The departmental tote bags are designated specifically forfirst-year students, who are expected to obtain bags corresponding to their respectivedepartments. Faculty bangles are to be purchased by all students across the faculty, whilefaculty caps and T-shirts are intended for Senate members, faculty executives, and politicalleaders within the faculty.

The letter further stated that the caps and T-shirts are to be worn during faculty meetings,Senate sessions, congresses, elections, and other official faculty-related activities as a form ofidentification and representation. Students were also informed that all merchandise would beavailable for purchase at the office of the Faculty President. However, no deadline for purchasewas communicated at the time of the announcement.

Reactions to the initiative among students have been varied. Abasifreke Okon, a 200-levelStrategic and Corporate Communication student and Course Representative, described theinitiative as a "positive development. He said the merchandise helps students stand out fromother faculties on campus and fosters a sense of belonging, adding that he does not view theinitiative as an attempt to financially exploit students".

Meanwhile, some students expressed reservations. A 100-level Public Relations student, whorequested anonymity, criticized the compulsory nature of some items, particularly the



reportedrestriction of access to the faculty assembly hall without them. The student described the policyas "unnecessary and unrelated to academic progress".

Another 200-level Public Relations student, who also requested partial anonymity, said sheinitially welcomed the "initiative but questioned the relevance of certain items, including thedepartmental tote bag. She described her overall reaction to the initiative as mixed".

Other students voiced stronger opposition. A student who requested semi-anonymity argued "that the introduction of the merchandise does not address pressing student needs andquestioned its relevance to learning, suggesting that the initiative appeared to be financiallymotivated rather than primarily intended to promote faculty unity"

On the other hand, some students expressed full support for the initiative. An anonymousstudent noted that the "merchandise promotes unity and strengthens the faculty's identity,allowing Communication and Media Studies students to distinguish themselves from others oncampus. She added that the items encourage a sense of pride and collective belonging amongstudents".

The introduction of faculty merchandise reflects a broader trend within tertiary institutions aimedat strengthening institutional identity and student engagement. While supporters argue thatbranded items promote visibility and unity, critics maintain that such initiatives should beimplemented in a manner that balances representation with accessibility.

As discussions continued among students, no immediate follow-up or clarification had initiallybeen issued by the Communication and Media Studies Students' Association (CAMSSA)regarding the implementation of the merchandise or responses to student concerns.

However, a subsequent notice released by CAMSSA announced the commencement ofpre-order for the faculty merchandise. According to the notice, pre-order is scheduled to beginon December 22, 2025, with the merchandise priced at ₦5,500. The notice also provided acontact number for enquiries regarding the purchase of the items.

The introduction of the Communication and Media Studies merchandise has generated ongoing conversations about studentrepresentation, faculty branding, and the balance between institutional identity and studentwelfare within the university community.

Students are advised to monitor official faculty channels for updates regarding purchasedeadlines, additional guidelines, and other official communications.

UNIUYO's 6th Registry Lecture

interference, overdependence on government funding, infrastructural deficits, resistance to reform, brain drain, and weak policy implementation.

Amb. Egbe advocated greater institutional autonomy, sustainable funding frameworks, merit-based administration, and the integration of modern technologies as pathways to restoring the relevance and integrity of universities.

In his remarks, the Chairman of the occasion, Rt. Hon. Unyime Idem, who represents Oruk Anam/Ukanafun Federal Constituency, praised the University Management for initiating the lecture series aimed at strengthening service delivery. He pledged to facilitate the release of the University's take-off grant and announced plans to construct and donate a modern Registry Complex to boost administrative operations.

A major highlight of the event was the induction of newly recruited Registry staff, symbolising their formal integration into the University's administrative framework. The ceremony also featured the unveiling of the second edition of the Registry Book of Proceedings by the Registrar and Secretary to Council, Mrs. Blossom E. Okorie, alongside the presentation of awards to distinguished individuals, including the Acting Vice-Chancellor, for their contributions to institutional development.

The well-attended event drew stakeholders from within and outside the University community, reinforcing the institution's commitment to strengthening governance structures and promoting transformational leadership.

frm page 1



Hon. Unyime Idem Prof. Samuel Odewumi



Emeritus Prof. Akpa Ekpo presenting An Award of Excellence to Acting VC, Prof. Samuel Odewumi

NEWS

UNIUYO's 127th Inaugural Lecture: Prof. Nsikan Senam Identifies Professionalism As The Catalyst for Nigeria's Development

By Abasifreke Okon



The 127th Inaugural Lecture of the University of Uyo stands as a significant milestone in the institution's tradition of scholarly reflection and public engagement. Held on Thursday, February 19, 2026, at 3:00 p.m. in the 1,000-seater TETFund Auditorium on the main campus along Nwaniba Road in Uyo, Akwa Ibom State, the lecture was delivered by Professor Nsikan Senam, a distinguished academic who holds the position of Professor of Media Law, Ethics, and Strategic Communication in the Department of Strategic and Corporate Communication, Faculty of Communication and Media Studies.

This event, broadcast live on the official Uniuyo TV YouTube channel, drew a diverse and attentive audience that included university administrators, fellow professors, department heads, deans, undergraduate and postgraduate students, family members of the lecturer, community representatives, and invited guests. The Acting Vice-Chancellor, Professor Samuel Gbadebo Odewumi—an accomplished scholar in transport planning and policy who assumed leadership in late 2025—presided over the proceedings, setting a tone of dignity and intellectual seriousness.

Inaugural lectures at the University of Uyo represent a cherished academic ritual. They provide a newly promoted professor the opportunity to "pay their dues" by publicly articulating the body of knowledge, insights, and convictions that have defined their career. With the concise and compelling title "Professionalism", Professor Senam chose a theme that resonated deeply in a national context often marked by debates over ethical standards, institutional accountability, and the quality of public service.

The lecture unfolded in a structured and comprehensive manner. Professor Senam began by grounding his discussion in the fundamentals of communication, presenting it as a dynamic social process involving a sender who transmits a message, a receiver who interprets it, and feedback that either reinforces or modifies the interaction. He drew a clear distinction between personal communication—intimate, immediate exchanges rich in emotion and nuance—and non-personal or mass communication, which employs mediated channels like broadcasting, print, and digital platforms to reach broad audiences with typically delayed or limited responses.

From this foundation, he explored the multifaceted functions communication serves in society. These include fostering social integration and shared cultural identity, informing and educating individuals to enable informed choices, persuading audiences toward new attitudes or behaviors, offering entertainment as a means of relief and enjoyment, setting public agendas by elevating certain issues above others, and performing surveillance to detect opportunities or dangers in the environment.

Shifting focus to strategic communication, Professor Senam characterized it as intentional, carefully crafted messaging aimed at achieving defined objectives in organizational, corporate, or public domains. He insisted that such efforts depend on core qualities: clarity to avoid misunderstanding, honesty to establish trust, correctness in language and cultural alignment, factual accuracy to prevent misinformation, and an overarching ethical professionalism that ensures responsibility.

The lecture's central argument revolved around the concept of professionalism itself. Professor Senam defined it as the sustained fusion of competence and ethical integrity across every aspect of one's work. He portrayed it as the essential "nucleus" of human endeavor, applicable to all fields and indispensable for societal health. Key attributes he highlighted included meticulous care in execution, profound expertise, unwavering diligence, impartial fairness, steadfast moral character, composure amid challenges, openness to differing viewpoints, and a continuous drive for personal and professional growth.

In applying these principles to the media and communication professions, Professor Senam provided a thorough review of Nigeria's regulatory environment. He referenced constitutional guarantees of free expression under Section 39, the media's watchdog responsibilities in Section 22, and permissible restrictions under Section 45. He examined oversight by the Nigerian Broadcasting Commission and provisions in the Criminal Code and Penal Code concerning reputational harm. A substantial portion addressed defamation, distinguishing libel (permanent forms such as written publications, online content, or recorded statements) from slander (spoken utterances), and outlining defenses including truth/justification, fair comment on public issues, and privilege in specific contexts like judicial reporting. He cautioned that ignorance of these laws affords no protection and that ethical shortcomings—such as bias, inaccuracy, or denial of right of reply—not only expose practitioners to legal risk but also erode public confidence in the media.

Professor Senam extended his analysis beyond communication to encompass every sector of national life. He contended that governance failures, educational shortcomings, healthcare deficiencies, corporate misconduct, and other institutional weaknesses arise primarily from lapses in professionalism rather than from any inherent scarcity of talent or resources. True national development, he argued, hinges on widespread adherence to high standards of competence, integrity, and accountability. He advocated a balanced approach to cultivating professionalism: structured education and training, mentorship from experienced practitioners, supportive regulations and professional associations, and—above all—deep personal commitment to ethical values, without which external mechanisms remain superficial.

In a powerful conclusion, Professor Senam restated his core thesis: Nigeria can achieve genuine, lasting progress only when professionalism receives serious and consistent regard across all spheres. He invoked constitutional ideals of leadership and public duty as models of the excellence expected at every level, urging renewed efforts to guide younger generations and fortify institutions through principled practice.

The ceremony concluded with expressions of appreciation. The Registrar, Mrs. Blossom Okorie, offered comprehensive thanks to the Acting Vice-Chancellor for his leadership, the Dean of the Faculty of Communication and Media Studies for opening prayers, the moderator for seamless coordination, Professor Uwem Akpan (Head of Broadcasting) for delivering a detailed citation of the lecturer's journey, and the entire audience for their engaged presence. Professor Senam expressed profound gratitude to the university management, colleagues, students, family, and supporters who had contributed to his academic ascent. Acting Vice-Chancellor Odewumi commended the lecture as exceptionally insightful, timely, and instructive, formally closing the session amid applause.

This 127th inaugural lecture not only celebrated Professor Nsikan Senam's elevation and scholarly contributions but also served as a compelling call to action for Nigeria. In an era of rapid change and persistent challenges, his emphasis on professionalism as the bedrock of competence, ethics, and responsibility offers a practical roadmap for renewal. As the ideas from the live-streamed event continue to circulate through academic discussions, media commentary, professional networks, and public forums, the University of Uyo reaffirms its vital role in fostering thoughtful discourse that can help shape a more accountable and progressive society.

Nigeria would Experience Meaningful Development only when there is Regard for Professionalism

- Prof. Nsikan Senam

(UNIUYO'S 127th Inaugural Lecturer)



Acting VC, Prof. Samuel Odewumi presenting a Plague to UNIUYO's 127th Inaugural Lecturer, Prof. Nsikan Senam

PROFILE

Professor Nevelyn William Batta: A Trailblazer in Organisational Communication and Media Scholarship

By BasseyRhoda Edemumoh

Professor Nevelyn William Batta stands as one of the distinguished voices in Nigeria's communication academia. A dedicated scholar, mentor, and administrator at the University of Uyo, she has risen through the ranks to become a Professor in the Faculty of Communication and Media Studies, leaving an indelible mark on teaching, research, and institutional development.

Born with a passion for communication, Professor Batta graduated from the Department of Communication Arts at the University of Uyo in 1998 with a Second Class Upper Division. Her academic journey continued with a Master's degree in Mass Communication in 2008 and a PhD in Mass Communication in 2014. That same year, 2008, she joined the university as a Graduate Assistant. Through hard work, intellectual rigor, and commitment, she steadily rose through the ranks, culminating in her well-deserved promotion to Professor in 2025.

Her area of specialisation — Organisational Communication and Informatics — reflects her deep interest in how communication shapes institutions, enhances productivity, and drives development in the digital age. Beyond the classroom, Professor Batta has played pivotal roles in student development and departmental administration. She served as Staff Adviser to the Association of Communication Arts Students (ACAS) and played a key part in its evolution into the Communication and Media Studies Students Association (CAMSSA). She also served as the maiden Examination Officer of the Department of Strategic and





Professor Nevelyn William Batta

Corporate Communications. Additionally, she has been an active member of the Welfare Committee of the former Department of
Communication Arts and the current Faculty of Communication and Media Studies.

At the faculty level, Professor Batta is a respected member of the Board of Studies. She has made significant contributions to the development of postgraduate course contents, particularly in Business and Organisational Communication, helping to strengthen the university's graduate programmes. Her research output is impressive: she has published findings in reputable local and international journals and contributed chapters to several communication studies readers. She also serves as a resource person to the National Open University of Nigeria (NOUN), where she has supported the institution's pedagogical development.

Professor Batta's commitment extends beyond academics into unionism and professional service. An active member of the Academic Staff Union of Universities (ASUU), she served meritoriously as Treasurer and Internal Auditor at the local chapter. She was also a member of the National Secretariat Committee of ASUU and represented the University of Uyo Branch (UUB) as a delegate to the National Delegates Conferences in 2014 and 2024.

A scholar of the African Council for Communication Education (ACCE), she is equally proud of her faith, holding the title of Jerusalem Pilgrim (JP). In her personal life, she is a devoted mother to two beautiful daughters. In her spare time, she enjoys extensive reading and watching quality movies — pursuits that reflect her lifelong love for learning and storytelling.

Professor Nevelyn William Batta embodies the ideal of the complete academic: a rigorous researcher, passionate teacher, astute administrator, and principled unionist. As the Faculty of Communication and Media Studies at the University of Uyo continues to grow in stature, her contributions remain a cornerstone of its success and a source of inspiration for the next generation of communication scholars in Nigeria.





NEWS

Prof. Uwem Udo Akpan Delivers 129th Inaugural Lecture on Public Service Broadcasting Challenges

By Abasifreke Okon





Uyo – Professor Uwem Udo Akpan of the Department of Broadcasting delivered the University of Uyo's 129th Inaugural Lecture on March 6, 2026, at the 1,000-Seater TETFund Auditorium, critically examining the existential threats to public service broadcasting in Nigeria under the title "Between the Gulag of Government Control and the Jaws of Commercialism: Wither Public Service Broadcasting in Nigeria?" The event, presided over by Acting Vice-Chancellor Professor Samuel G. Odewumi, attracted hundreds of academics, students, media practitioners, and dignitaries who described it as one of the most intellectually stimulating addresses in recent university history.

Prof. Akpan, a renowned expert in media studies, argued passionately that dual pressures of state interference and profit-driven commercialization have undermined broadcasters' core mandate of public interest service, national unity, and balanced information dissemination. He drew on historical case studies from NTA, FRCN, and state-owned stations, illustrating how propaganda and sensational entertainment have eclipsed educational and cultural programming. The lecture, which began promptly at 3:00 p.m., featured robust recommendations for institutional autonomy, diversified funding, and ethical reforms — points that resonated deeply with the audience and sparked post-event discussions on national media policy.

The "how" of the event followed UNIUYO's established inaugural lecture tradition: the professor presented a 60-page booklet summarising his scholarly journey, received standing ovations, and engaged in a question-and-answer session moderated by senior faculty. Why this lecture stood out: it coincided with the faculty's leadership transition and amplified calls for media sector reforms at a time when digital disruption and regulatory debates dominate public discourse. Background reveals UNIUYO's impressive record of over 120 inaugural lectures since its founding, each serving as a platform for professors to synthesise decades of research for societal benefit.

Attendees, including deans and external guests, praised the delivery for its eloquence and relevance, with many noting its implications for democracy and public trust. The lecture was live-streamed, ensuring wider reach, and has since been archived on university platforms. Acting VC Odewumi commended Prof. Akpan for enriching media scholarship and reinforcing UNIUYO's role as a thought leader. The address not only elevates the Faculty of Communication and Media Studies but also positions the university as a key voice in national conversations on governance and information integrity, with ripple effects expected in policy circles and media training curricula nationwide.

University of Uyo Inaugurates New Students' Union Government President for 2025/2026 Session

By Esther Andrew

The University of Uyo (UNIUYO) has officially sworn in Comrade Utibeabasi Afia as the President of the 31st Students' Union Government (SUG) for the 2025/2026 academic session. The inauguration ceremony took place at the Onyema Ugochukwu Auditorium on the Town Campus and drew a large gathering of students, university officials, faculty members, and dignitaries, highlighting the central role the SUG plays in advocating for the interests of more than 30,000 students.

The event began at 11:00 a.m. with an opening prayer, followed by the national anthem and the university anthem. Representatives from the university management, including officials from the Dean of Students' Affairs office, delivered goodwill messages that stressed the importance of partnership between student leaders and the administration. A senior university official then administered the oath of office to President Comrade Utibeabasi Afia (also known as Afia Utibe-Abasi or Utibeabasi Udeme Afia) and the entire executive council. Each officer solemnly pledged to uphold the SUG constitution, promote student welfare, advance academic excellence, and lead with transparency and accountability.



In his acceptance speech, President Afia expressed deep appreciation to the student body that elected him and outlined a clear vision for his administration. He described the victory as belonging to every student who supported the call for positive change and promised that his team would focus on practical improvements in hostel facilities, academic support systems, campus security, health services, and overall unity across all faculties and campuses. The executive council comprises a diverse group of officers, including the Vice President, Secretary

NEWS

University of Uyo Inaugurates New Students'

General, Treasurer, Director of Welfare, Director of Sports, Director of Socials, Director of Information and Public Relations, and others, ensuring broad representation from various parts of the university.

The atmosphere during the ceremony was lively and celebratory, featuring cultural performances, motivational music, and energetic crowd participation that fostered a strong sense of community. Social media platforms quickly filled with live updates, congratulatory messages, and photographs, as hashtags such as #UNIUYOSUG31, #Afia UtibeAbasi, and #NewEra UNIUYO trended among students and alumni.

The inauguration followed a peaceful electoral process and came shortly after the university welcomed Professor Samuel Gbadebo Odewumi as Acting Vice-Chancellor in December 2025. This leadership transition has created an optimistic environment for cooperation between students and management.

President Afia's team has already identified several priority areas that align with the current academic calendar, which includes the resumption of lectures on January 5, 2026, after the Christmas break and first-semester examinations scheduled for February–March. Key commitments include pushing for better hostel conditions and additional accommodation options, advocating for improved lecture hall facilities and timely examination timetables, enhancing campus security measures and shuttle services, promoting student health and mental wellness initiatives, and maintaining open communication channels for addressing grievances.



Students who attended the event and those who followed it online have expressed high expectations for the new leadership, describing the inauguration as a fresh beginning for effective student representation. Many believe the administration's early focus on welfare and academic support signals a tenure dedicated to real, measurable progress.

As the University of Uyo continues to strengthen its position as a leading centre of academic excellence in Nigeria, the swearing-in of the 31st SUG under Comrade Utibeabasi Afia reaffirms the value of active, responsive student unions in shaping campus life and contributing to the broader goals of higher education in the country. The university community now looks ahead with anticipation to see how these commitments will translate into concrete improvements throughout the 2025/2026 session.

contd from page 5

Transformation, Stability Define Ndaeyo's Tenure - *Acting VC*

By Abigail Ifiok

The Acting Vice-Chancellor of the University of Uyo, Professor Samuel Odewumi, has described the immediate past Vice-Chancellor, Professor Nyaudoh Ndaeyo, as a transformational leader, acknowledging the stability, growth, and lasting impact associated with his tenure.

Speaking at the 65th birthday celebration and public presentation of a book titled "The Strides: Profiling Prof. Nyaudoh Ukpabio Ndaeyo", organised by the Ikono/Ini UNIUYO Staff Forum on Wednesday, April 8, 2026, at the Multi-Purpose Hall, Main Campus, University of Uyo, Professor Odewumi said Professor Ndaeyo laid a solid foundation for sustained institutional advancement.

He observed that although public office often attracts recognition, only impactful leadership endures beyond tenure, earning continued respect and celebration, as demonstrated by Professor Ndaeyo's enduring legacy.

Drawing a biblical analogy, the Acting Vice-Chancellor likened his role to that of John the Baptist, explaining that just as John prepared the way, he sees himself as preparing the ground for a substantive Vice-Chancellor who will sustain and build upon the legacies established by Professor Ndaeyo.

He further expressed confidence that Professor Ndaeyo's journey of impact had not ended, but was transitioning to higher levels of responsibility and influence, adding that his experience, leadership capacity, and commitment to excellence would continue to find expression beyond the office of Vice-Chancellor.

He also commended the Ikono/Ini UniUyo Staff Forum for recognising and celebrating excellence, noting that God would honour those who honour good things.

In his remarks as Chairman of the occasion, Isaac Ayandele paid glowing tribute to Professor Ndaeyo, describing his tenure as one marked by remarkable transformation and purposeful leadership.

Professor Ayandele noted that under Professor Ndaeyo's administration, the University recorded significant progress in academic expansion, infrastructural development, and institutional reforms, adding that his leadership helped reposition the institution within Nigeria's higher education system.

He emphasized that beyond physical developments, Professor Ndaeyo succeeded in stabilizing the University system, describing the achievement as a major milestone given the complexities of university administration in Nigeria.

While commending the strides recorded, the Chairman stressed the need for balanced evaluation, noting that no tenure is without its challenges, but that effective leadership lies in managing such challenges while sustaining institutional progress.

Earlier, in a keynote lecture, Professor Peter Esu identified major achievements of Nyaudoh's tenure to include the promotion of over 500 academics to the professorial rank, expansion of faculties and academic programmes, infrastructural development, and reforms in governance and administration.



Professor Esu also noted Professor Ndaeyo's contributions to national development through agricultural research, particularly his role in advancing food security initiatives, including attracting a one billion naira grant for the establishment of commercial agriculture.

He further remarked that although Professor Ndaeyo may not have left office with material accumulation, he departed with a good name, earned through service, integrity, and commitment to the University.

Responding, Professor Ndaeyo expressed deep appreciation to the Acting Vice-Chancellor for relocating the University Management to the venue to honour him.

He also appreciated the Ikono/Ini UniUyo Staff Forum for organising the event, as well as all those who identify with and celebrate good things, noting that such support remains invaluable.

He thanked colleagues, friends, and associates for their support throughout his tenure, noting that whatever was achieved during his administration was made possible through God

He also acknowledged the contributions of staff and stakeholders who worked with him, reaffirming his continued commitment to the growth and advancement of the University.

The event also featured remarks by the President of the Ikono/Ini UniUyo Staff Forum, Professor Friday Ude, who described Professor Ndaeyo as a pride of Ikono/Ini staff in the University, commending his contributions to institutional growth and development.

A vote of thanks was delivered by the Chairman of the Planning Committee, Professor Nseabasi Akpan, who appreciated guests for their presence and support towards the success of the event.

The high point of the event was the formal presentation of the book, which chronicles Professor Ndaeyo's academic journey, leadership experience, and contributions to the development of the University.





EDITORIAL

Academic Demands on Communication Students of the Present Age

The media landscape of the contemporary age is geometrically evolving in tune with the growth of Information and Communication Technologies (ICTs). As a sequel to this reality, the academic demands placed on communication students have expanded far beyond the traditional boundaries of classroom learning. The present age—defined by digital disruption, information overload, and global interconnectedness—requires a new kind of scholar: one who is not only intellectually grounded but also technologically agile, ethically conscious, and professionally adaptable.

Communication as a discipline has always been dynamic, but the pace of change in recent years has been unprecedented. The rise of digital media platforms, artificial intelligence, data analytics, and multimedia storytelling has redefined what it means to study communication. Students are no longer expected to merely understand theories of communication; they must now apply these theories in real-time, across multiple channels, and in diverse sociocultural contexts.

Strategic Times is of the view that one of the most pressing academic demands is multidisciplinarity. Communication students must draw knowledge from fields such as sociology, political science, psychology, information technology, and even economics. Strategic and corporate communication, in particular, requires an understanding of organizational behavior, branding, crisis management, and stakeholder engagement. This breadth of knowledge can be intellectually enriching, but it also places a significant cognitive burden on students who must constantly integrate and synthesize diverse perspectives.

Equally significant is the demand for digital competence. The modern communication student must be proficient in content creation tools, social media management, data visualization, and basic multimedia production. Academic assignments increasingly require students to produce podcasts, videos, blogs, and digital campaigns—not just essays. While these skills enhance employability, they also blur the line between academic work and professional practice, often increasing workload and time pressure.

Another critical expectation is critical thinking and analytical depth. In an era of misinformation and "fake news," communication students are tasked with developing the ability to critically evaluate sources, construct persuasive arguments, and engage in evidence-based reasoning. This requires rigorous training in research methods, media literacy, and ethical judgment. The challenge, however, lies in balancing this intellectual rigor with the practical demands of skill acquisition.

Furthermore, communication students today face the demand of constant adaptability. Trends in media and communication evolve almost daily. What is relevant today may become obsolete tomorrow. As a result, students must cultivate a mindset of lifelong learning, staying updated with industry developments while meeting academic deadlines. This continuous adaptation can be both motivating and exhausting.

The issue of academic pressure and well-being cannot be overlooked. With tight deadlines, multiple project-based assessments, internships, and extracurricular expectations, students often find themselves under intense stress. Institutions must therefore recognize the need for support systems that promote mental health, time management, and academic resilience.

However, these demands are not without purpose. They are reflective of the realities of the contemporary communication industry. Employers seek graduates who are not only knowledgeable but also skilled, innovative, and ethically grounded. The rigorous academic environment is thus a preparation for the complexities of the professional world.

That said, there is a need for balance. Academic institutions must ensure that while standards remain high, they are also realistic and student-centered. Curriculum design should be flexible, integrating theory and practice without overwhelming students. Lecturers should adopt pedagogical approaches that encourage creativity, collaboration, and critical engagement rather than mere task completion.

In conclusion, the academic demands on communication students in the present age are undeniably high, shaped by the complexities of a digital and globalized world. Yet, within these challenges lie immense opportunities for growth, innovation, and impact. By and large, Strategic Times advises that since the task before both students and educators is to navigate these demands of the digital age thoughtfully, ensuring that the pursuit of excellence does not come at the expense of well-being, but rather leads to the development of well-rounded, competent, and forward-thinking communication professionals is imperative. Professionalism is of the essence here.

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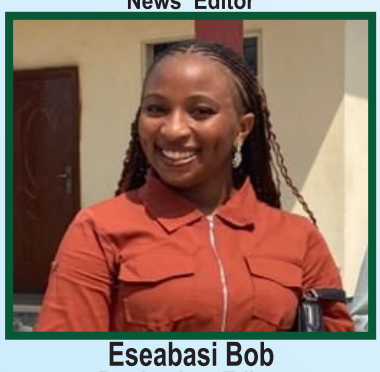

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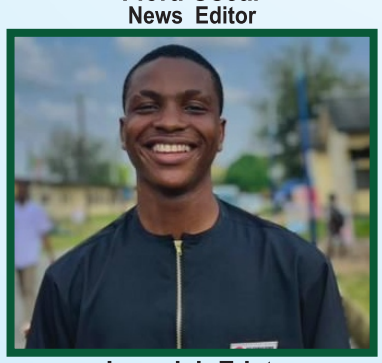

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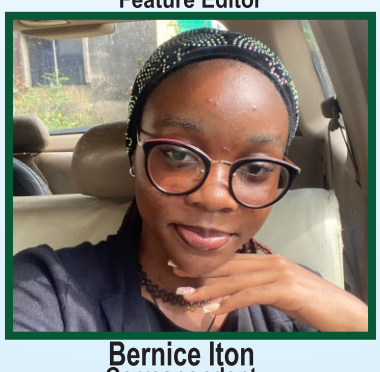

Bernice Iton
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FEATURE

UNIUYO's Faculty of Communication and Media Studies: Redefining Communication Education

By Helen Obarijuanie

On a weekday morning at the Annex Campus of the University of Uyo, clusters of students can be seen moving between lecture halls, some clutching notebooks, others discussing story angles, production schedules, or media campaigns. It is a familiar academic scene, yet one that reflects a broader transformation taking place within the institutions Faculty of Communication and Media Studies, a faculty positioning itself at the heart of Nigerias evolving media and communication landscape.

Established in 2021, the Faculty of Communication and Media Studies emerged from a national reform spearheaded by the National Universities Commission (NUC), which directed universities to unbundle traditional Mass Communication programmes into specialized faculties and departments. At the University of Uyo (UNIUYO), the reform marked a decisive shift from the former Department of Communication Arts in the Faculty of Arts to a standalone faculty designed to meet contemporary professional and academic demands.

A Response to Industry and National Needs

Communication has moved far beyond the conventional newsroom. Today, communication shapes governance, development, corporate reputation, culture, and even conflict resolution. The Faculty of Communication and Media Studies was established to train graduates who understand this complexity and can function effectively in a rapidly changing media environment.

Located at the University's Annex Campus, the Faculty was deliberately structured to reflect the diversity of modern communication practice. It currently comprises nine departments: Journalism, Broadcasting, Mass Communication, Public Relations, Advertising and Marketing Communication, Film and Multimedia Studies, Development Communication Studies, Information and Media Studies, and Strategic and Corporate Communication.

This multidisciplinary framework, academics say, ensures that students acquire both specialized expertise and a broad understanding of communication as a social force.

Leadership, Vision, and Academic Direction

The Dean, Heads of Departments and the Lecturers in the Faculty are committed to excellence and academic integrity.. Together, they oversee teaching, research, and professional engagement across the Faculty.

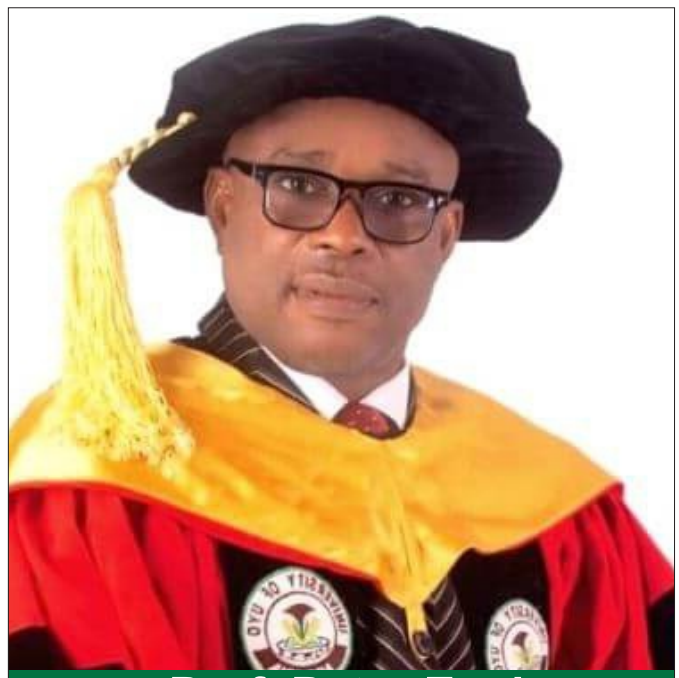
Professor Nsikan Senam specifically, the Head of Department of Strategic and Corporate Communication, noted that the Faculty's vision goes beyond producing media practitioners;

Our goal is to produce thinkers and professionals who can interrogate society, influence public discourse ethically, and apply communication strategically in solving real-world problems,he said.Whether in journalism, development work, corporate communication, or digital media, our graduates must be socially responsible and globally competitive.

Many members of the Faculty combine teaching with research, consultancy, and professional media practice, exposing students to industry realities while grounding them in academic rigor.



Prof. Ashong Ashong
Dean, Faculty of Communication and Media Studies



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Director of Advancement
University of Uyo



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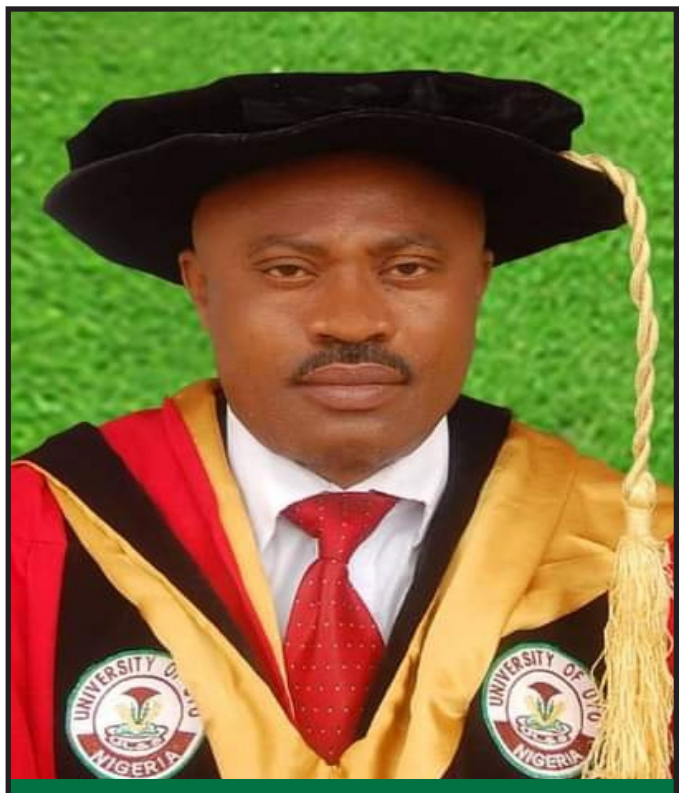
HOD, Broadcasting



Prof. Nsikan-Abasi Nkana
HOD, Development Communication



Prof. Nsikan Senam
BA, LLB (Uyo) BL (Lagos) CBC (Abuja), MA, Ph.D (Uyo)
HOD, Strategic and Corporate Communication



Prof. Aniebo Samson
HOD, Advertising and Marketing Communications

VISION FOR THE DEPARTMENT OF STRATEGIC AND CORPORATE COMMUNICATION



Prof. Nsikan Senam
BA, LLB (Uyo) BL (Lagos) CBC (Abuja), MA, Ph.D (Uyo)
HOD, Strategic and Corporate Communication/Vice Dean

VISION: **Producing highly knowledgeable, skillful, socially responsible and self-reliant graduates equipped with entrepreneurial knowledge, business acumen and skills to contribute to the development of all sectors of the society through the right kind of Communication for specific purposes.**



Prof. Nevelyn Batta

My vision for this Department is for us to be the most innovative communication department in the faculty and a leading hub for strategic communication education in Nigeria, where staff and students uphold the ideals of truth, transparency, discipline, and justice in a community where everyone feels valued and respected.



Dr. Emem Ekong

My vision for the Department is to see it evolve into a centre of excellence that produces graduates who are not only academically sound but also industry-ready. I envision a department that blends theory with practical exposure, equipping students with strong skills in media writing, public relations, digital communication, and reputation management. Through strategic partnerships, internships, and hands-on projects, our students will graduate as confident professionals capable of competing globally.



Dr. Emem Sampson

My vision for the Department is to establish an academic environment where Digital Marketing is fully integrated into Strategic Communication training. As communication continues to shift toward digital platforms, I see a Department which equips students with practical skills in social media management, content creation, Search Engine Optimization (SEO), and data analytics, which can be achieved through hands-on learning approaches such as live digital campaigns, simulation exercises, and collaborations with industry professionals.



Mrs. Christiana

VISION: To become a leading centre of excellence in Strategic and Corporate Communication, producing globally competitive graduates equipped with innovative, ethical, and research-driven communication skills for organizational and societal transformation.



Mrs. Gloria Umoh

Vision: To cultivate a generation of communication scholars and practitioners producing ethically grounded, media-literate, and globally competitive graduates who drive innovation, accountability, and societal transformation through responsible communication practice and research with the God factor as an added advantage

DEPARTMENT OF STRATEGIC AND CORPORATE COMMUNICATION

...The Very Essence!

NEWS

Redefining Communication Education

Training the Next Generation of Communicators

At the undergraduate level, the Faculty offers Bachelor of Science (B.Sc.) programmes, admitting students through the Unified Tertiary Matriculation Examination (UTME)and Direct Entry. Beyond meeting basic admission requirements, students are immersed in a curriculum that balances theory, skills acquisition, and critical inquiry.

Courses span communication theories, media law and ethics, research methods, news writing and reporting, radio and television production, advertising and public relations campaigns, film and multimedia production, and digital and social media communication.

A final-year Journalism student, Blessing Udoh, described the experience as demanding but rewarding;

"*We are taught not just how to report news, but why accuracy, ethics, and social responsibility matter,* ***she said****. The practical courses help us understand what the industry expects, while the theory helps us think critically."*



Prof. Herbert Batta
HOD, Information and Media Studies



Prof. Nsikak Idiong
HOD, Journalism

Postgraduate Studies and Research Focus

Beyond undergraduate training, the Faculty also runs postgraduate programmes at Masters and Doctoral levels study in areas such as Journalism, Broadcasting, Development Communication, Political Communication, Public Relations, and Business and Organizational Communication.

These programmes attract professionals seeking advanced knowledge, as well as scholars interested in research and teaching careers. According to faculty members, postgraduate students are encouraged to address pressing communication issues ranging from political messaging and development advocacy to media regulation and digital culture.

Central to the Faculty's research output is the UNIUYO Journal of Communication Studies (UJCS),a peer-reviewed publication that provides a platform for scholars to examine communication challenges within Nigeria and the global community.

Research is the backbone of any serious academic faculty,Professor Esuh noted.Through our journal and conferences, we aim to contribute meaningfully to debates on media, culture, development, and democracy.

Hands-On Experience and Campus Media

Practical training remains a defining feature of the Faculty. Students participate actively in campus-based media platforms such as the Campus Times Newspaper, and Sentinel Magazine,which function as training laboratories for reporting, editing, publishing, and media management.

For many students, these platforms serve as their first taste



Dr. Iniobong Nda
HOD, Mass Communication



Dr. Uduot Iwok
HOD, Public Relations

Preparing Graduates for a Digital Future

As Nigeria's media ecosystem continues to evolve—driven by digital technology, social media, and global information flows—the Faculty is positioning itself to remain relevant. Courses increasingly emphasize digital storytelling, multimedia production, strategic communication, and data-informed media practice.

Graduates of the Faculty are finding career opportunities in news organizations, broadcast stations, advertising agencies, public relations firms, film and multimedia production houses, corporate organizations, NGOs, and government agencies.

Looking Ahead……

Though still relatively young, the Faculty of Communication and Media Studies is steadily expanding its academic profile, facilities, and partnerships. University administrators say plans are underway to strengthen infrastructure and deepen industry collaboration.

For the University of Uyo, the Faculty represents more than an academic addition—it is a strategic investment in shaping communicators who can influence narratives, support development, and contribute to national progress.

Communication is at the centre of society. If we train communicators well, we are contributing directly to better governance, stronger institutions, and a more informed public

Thanks for Reading,



PROFILE

Professor Nsikan Senam: Legal Scholar, Media Ethicist, and Visionary Leader Shaping Communication Education at the University of Uyo

By Abasifreke Okon

Professor Nsikan Senam stands as one of Nigeria's foremost authorities in media law, ethics, and strategic communication. As Head of the Department of Strategic and Corporate Communication, Faculty of Communication and Media Studies, University of Uyo, he continues to blend his dual expertise in law and mass communication to influence academic discourse, professional practice, and national development conversations.

A prolific scholar with a rare combination of legal training and broadcasting experience, Prof. Senam delivered the University of Uyo's landmark 127th Inaugural Lecture on Thursday, February 19, 2026. Titled simply but powerfully "Professionalism," the inaugural lecturer challenged Nigeria to embrace competence, ethics, and accountability across all sectors as the foundation for genuine national progress. Held at the 1,000-Seater TETFund Auditorium on the Main Campus along Nwaniba Road, the lecture has since become a reference point in academic, media, and policy circles for its incisive critique of mediocrity and its call for ethical rebirth.

Prof. Nsikan Senam holds the following distinguished titles:

- Professor of Media Law, Ethics and Strategic Communication (Department of Strategic and Corporate Communication, Faculty of Communication and Media Studies, UNIUYO)
- Head of Department (HOD), Strategic and Corporate Communication

He assumed the HOD role following the unbundling of the former Department of Communication Arts into a full faculty and was appointed Vice Dean of the Faculty.

His emergence as Vice Dean has been widely praised for bringing legal acumen, administrative stability, and strategic vision to the faculty's leadership team.

Prof. Senam's academic journey reflects a deliberate fusion of law and communication. He earned his LLB and BL (Barrister-at-Law) qualifications, training at the University of Uyo and the Nigerian Law School, Lagos. He also holds a BA, MA, and P hD in communication-relate fields. Before fully communic- acticed television broadcasting, an experience that gave him firsthand insight into the practical challenges of media operations in Nigeria. This practitioner-scholar background has enriched his teaching and research, making him a respected mentor to students and professionals alike. He began his lecturing career in the Department of Communication Arts (now evolved into the Faculty of Communication and Media Studies) and rose through the ranks to full professorship, specialising in media law, ethics, strategic communication, and corporate communication.



Prof. Nsikan Senam
BA, LLB (Uyo) BL (Lagos) CBC (Abuja), MA, Ph.D (Uyo
HOD, Strategic and Corporate Communication/Member Government Council, University of Uyo

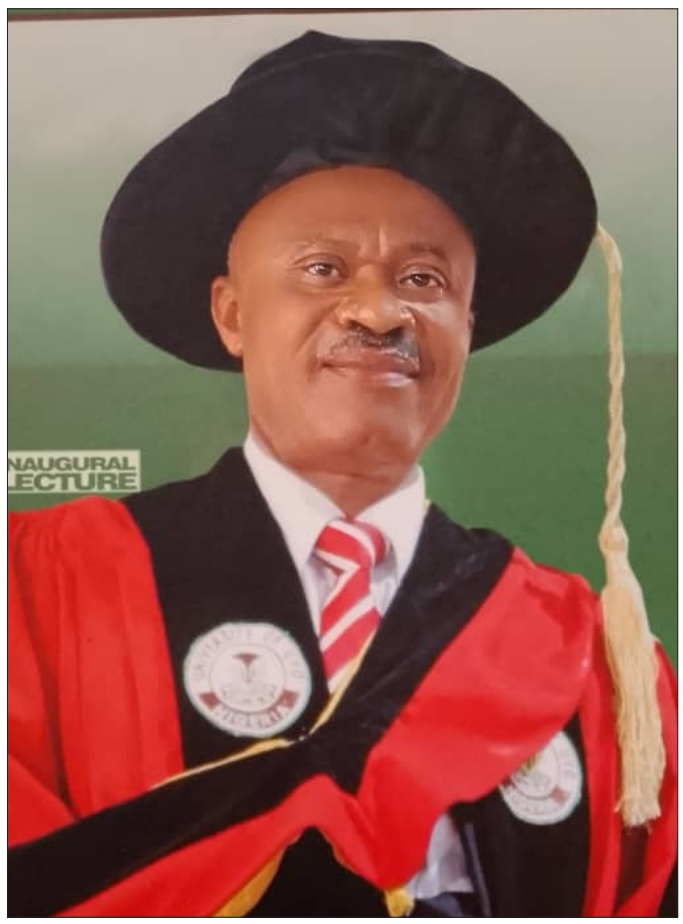
In his inaugural lecture, Prof. Senam defined professionalism as "a show of competence in a given endeavour, practiced over time," with ethics as its soul. He argued that Nigeria's developmental woes stem from a national disregard for professional standards and urged that a first degree or equivalent professional qualification become the minimum requirement for high-level political office. The lecture, which synthesised decades of his research and legal insights, received standing ovations and continues to spark debates on ethics in governance, media, and education. Acting Vice-Chancellor Professor Samuel G. Odewumi described the presentation as "illuminating and timely," underscoring its relevance to national development. The full lecture was live-streamed on Uniuyo TV and remains archived for public access.

Broader Impact and Legacy

Beyond the classroom and lecture hall, Prof. Senam is recognised as a teacher and mentor. His resilience, regal presence, and commitment to ethical communication have earned him admiration from students, alumni, and fellow scholars. As a former television practitioner turned professor, he brings authenticity to his advocacy for professionalism in media training.

Prof. Nsikan Senam remains a dynamic force in Nigerian academia — a legal mind, communication expert, and passionate advocate for professionalism who bridges theory, practice, and national transformation. His ongoing contributions ensure that the University of Uyo's Faculty of Communication and Media Studies stays at the forefront of producing ethically grounded, industry-ready communication professionals for Nigeria and beyond.







STRATEGIC Times

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GALAXY

MORAL DECADENCE: AN EVIDENCE OF MISPLACED PRIORITIES

By Abasifreke Okon

In contemporary societies across the globe, and particularly in rapidly evolving nations like Nigeria and other parts of Africa, moral decadence among the youth and within broader communities stands as a stark symptom of deeply misplaced national, familial, and personal priorities. When the pursuit of material wealth, instant gratification, social media validation, and superficial success consistently overshadows the cultivation of character, integrity, discipline, and long-term societal well-being, ethical erosion becomes almost inevitable. Moral decadence—manifested in rising cases of cybercrime, sexual promiscuity, substance abuse, academic malpractice, cultism, corruption, and a general erosion of respect for human dignity—is not merely a random cultural shift. It is compelling evidence that societies have increasingly valued the ephemeral over the enduring, the visible over the virtuous, and short-term gains over sustainable human development.

Social media has amplified this misalignment of priorities on a massive scale. Platforms reward appearance, controversy, and hedonism with likes, followers, and financial opportunities. Young people, inundated with images of luxury lifestyles, "slay" culture, and get-rich-quick schemes, increasingly prioritize curating perfect online personas over building genuine inner substance. The "Yahoo Yahoo" phenomenon in Nigeria, where internet fraud is sometimes glamorized as smart entrepreneurship, exemplifies this tragedy. Young men and women, seeing politicians amass wealth with impunity, celebrities flaunt ill-gotten gains, and influencers monetize immorality, conclude that ethical living is for the foolish or the unsuccessful. The priority placed on wealth acquisition—regardless of source—has eclipsed the traditional African and religious values of hard work, honesty, communal responsibility, and dignity of labour.

Economic realities play a significant but not excusing role. High youth unemployment, inflation, and systemic corruption create desperate environments where misplaced priorities thrive. When



Abasifreke Okon

legitimate opportunities appear scarce and corrupt leaders live ostentatiously, the youth rationalize moral compromise as survival strategy. Yet this reveals a deeper societal failure: the failure to prioritize human capital development, ethical leadership, and equitable economic systems over consumption and primitive accumulation. Nations that invest heavily in infrastructure while neglecting value re-orientation, civic education, and moral formation in schools are planting seeds of future instability. A society that celebrates "big boys" and "runs girls" more than innovators, teachers, nurses, and honest entrepreneurs has clearly misplaced its priorities.

To be sure, not all youth are decadent, and not all change is negative. Today's young people show commendable awareness of social justice, climate issues, mental health, and innovation. Many are building legitimate businesses, creating art, and demanding accountability from leaders. The problem lies in the influential minority whose behaviors set dangerous cultural trends, and in the silent majority confused by conflicting signals from elders and society. Blaming the youth alone is hypocritical; they largely mirror the priorities modeled by adults and institutions.

Reversing moral decadence requires a fundamental realignment of priorities at every level. Families must place character formation above comfort and conspicuous consumption. Schools and universities should integrate mandatory ethics, leadership, and value-based education. Religious bodies need to emphasize holiness, integrity, and service over materialism. Governments and policymakers must demonstrate commitment through transparent leadership, rewarding ethical conduct, and creating economic opportunities that make virtue viable. Media and entertainment practitioners bear responsibility to promote stories of courage, diligence, and moral excellence. Above all, the youth themselves must reject the lie that compromise is the only path to success. They should consciously choose purpose over pleasure, legacy over likes, and principle over popularity.

Moral renewal is achievable when societies rediscover that true progress flows from people of strong character. Investing in the moral formation of the youth is not a luxury or outdated idealism—it is the highest priority for sustainable development. A nation that gets its values right will eventually get its economics, politics, and technology right. One that continues celebrating decadence while pursuing material goals will reap instability and regret.

GALLERY



A Cross Section of Strategic and Corporate Communication Students with their HOD



Abasifreke Okon
Class Rep. Year Two



BasseyRhoda Edemumoh
Asst. Class Rep., Year Two



Elisha Ekpo
Class Rep. Year One



Praise Moses
Asst. Class Rep., Year One

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