

**Bala A. Musa, Ph.D.**

Associate Professor  
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**Bala A. Musa, Ph.D.**, is an Associate Professor of Communication Studies. A communication studies generalist, Musa teaches Human Communication, Corporate Communication, Media Studies, and Journalism courses. His research interests include communication ethics, communication and conflict, media and human rights, international and development communication, as well as media and popular culture. He is active in many national, regional, and international academic and professional associations. He currently serves on the editorial board of the *American Communication Journal* and the *Journal of African Social Sciences and Humanities Studies*.

**Education**

Ph.D., Mass Communication, Regent University, 1999.

M.S., Mass Communication, University of Lagos, Nigeria, 1989.

B.A., Mass Communication, University of Nigeria, Nsukka, Nigeria, 1986.

**Academic Experience:**

2006-Present Azusa Pacific University

*Associate Professor*

Courses taught at APU:

COMM200: Introduction to Mass Communication

COMM310: Intercultural Communication

COMM330: Small Group Communication

COMM340: Organizational Communication

JOUR305: Media Law & Ethics

JOUR315: Desktop Publishing & Design

JOUR450: Public Relations

LDRS561: Group Dynamics and Conflict

- 1999-2006 Northwestern College, Orange City, Iowa  
*Associate Professor (Tenured) and Department Chair*
- 1999 (Spring) Toccoa Falls College, Toccoa, Georgia  
*Visiting Instructor*
- 1994-1998 Regent University, Virginia Beach, Virginia  
*Doctoral Fellow/Teaching Assistant*
- 1998 (Fall) Norfolk State University, Norfolk Virginia  
*Adjunct Professor*
- 1998 (Spring) Old Dominion University, Norfolk, Virginia  
*Adjunct Professor*
- 1992-1994 University of Jos, Nigeria.  
*Lecturer I*

1987-1992 University of Maiduguri, Nigeria.  
*Lecturer II*

**Professional Experience:**

1996 -97 *Project Coordinator*, WorldReach International, Virginia Beach, Virginia.  
(Public awareness campaign and fundraising).  
1996-98 National Counseling Center, Virginia Beach, Virginia.  
1992 *Chief Vetting/Public Relations Officer*, Advertising Practitioners' Council of  
Nigeria (APCON), Lagos.  
1990-1992 *Editorial Consultant*, *The Spectator Magazine*.  
1987 *News Editor*, Gongola State Television Corporation, Yola.  
1984/85 *News Reporter*, Plateau State Radio-Television Corporation, Jos.

**Selected Publications:**

- Musa, B. A. (2009). Framing theory and conflict transformation in Rwanda and Bosnia.  
In R. M'Bayo, C. Onwumehili, & B. A. Musa (Eds), *Communication in an era  
of global conflicts: Principles and strategies for 21<sup>st</sup> Century Africa* (pp. 49-71).  
Lanham, MD: University Press of America.
- Musa, B. A. (2009). Virtual communication and the role of diasporic communities in  
conflict mediation. In . M'Bayo, C. Onwumehili, & B. A. Musa (Eds),  
*Communication in an era of global conflicts: Principles and strategies for 21<sup>st</sup>  
Century Africa* (pp. 161-177). Lanham, MD: University Press of America.
- Musa, B.A. (2007). *Framing genocide: Media, diplomacy, and conflict*. Bethesda, MD:  
Academica Press.
- Musa, B. A. & Domatob, J. K. (2007). Who is a development journalist? Perspectives on  
media ethics and professionalism in post-colonial societies. *Journal of Mass  
Media Ethics*, 22(4), 315-331.
- Musa, B. A. (2006). News as infotainment: Audience and industry trends. In B. A. Musa  
& C. J. Price (Eds.), *Emerging Issues in Contemporary Journalism: Infotainment,  
Internet, Libel, Censorship, Etc.* (pp. 131-155). Lewiston, NY: Edwin Mellen  
Press.
- Musa, B. A. (2005). Talking drums and the conspiracy of meaning in African political  
speech: A cultural analysis of Sonny Okosun's *African Soldier*. *Journal of African  
Social Sciences & Humanities Studies*, 1(1), 17-43.
- Musa, B.A. & Okoli, E. J. (2001). Developing Nations. In E.K. Thomas & B. H.  
Carpenter (Eds.), *Mass Media in 2025: Industries, Organizations, People, and  
Nations* (pp. 167-179). Westport, CT: Greenwood Press.
- Musa, B.A. (2000). Pluralism and prior restraint on religious communication in Nigeria:  
Policy versus praxis. In J. Thierstein and Y. Kamalipour (Eds.), *Law, Religion,  
and Freedom: A Global Perspective* (98-111). Westport, CT: Greenwood Press.
- Musa, B. A. (1998). Popular theatre and development communication in West Africa:  
Paradigms, processes and prospects. In K. Salhi (Ed.), *African Theatre for  
Development* (pp. 135-154). Exeter, Great Britain: Intellect Books.
- Musa, B. A. (1997). Uses and abuses of development media in sub-Saharan Africa:  
Critique of a quasi-descriptive/prescriptive theory. *Ecquid Novi: Journal for  
Journalism in Southern Africa* 18(1) 132-147.

Musa, B. A. (1990). The mass media and socio-political crisis in Nigeria. In N. Alkali, J. K. Domatob, & A. Jika (Eds.), *African Media Issues* (pp. 148 - 157). Enugu: Delta Publications.

**Scholarly/Professional Presentations:**

Musa, B. A. & Yartey, F. N. (2008, September, 6-8). *The media and moral imagination in the global marketplace: From John Stuart Mill to Thomas Friedman*. Paper presented at the 2008 Fellows' Colloquium on Media Ethics and Economics, Denver, Colorado.

Musa, B. A. & Yartey, F. N. (2008, September 8-10). *Citizen journalism and emerging perspectives on conflict transformation*. Paper presented at the Conference on Media, War, and Conflict Resolution, Bowling Green State University, Bowling Green, Ohio.

Musa, B. A. (2008, April 23). *Do you speak alien? Implications of cultural speech codes for teaching and research in Christian Higher Education*. Paper presented at the 1<sup>st</sup> Annual Christians on Diversity in Higher Education Conference, Sheraton Suites, Fairplex, Pomona.

Musa, B. A. (2007, October 19-21). *Dialogic communication ethics, civil society, and human rights in Africa*. Prepared presented at the 50<sup>th</sup> Annual Meeting of the African Studies Association, New York, NY.

Musa, B. A. (2006, November 16-19). *Virtual communities, media images and the transformation of modern conflicts*, National Communication Association (NCA) Annual Convention, San Antonio, Texas.

Musa, B. A. (2006, October 17). *Who is a journalist?* Whalen Symposium on Mass Media Ethics, University of St. Thomas, St. Paul, Minnesota.

Musa, B. A. & Domatob. (2006, October, 14-16). *Who is a development journalist? Perspectives on media ethics and professionalism in post-colonial societies*, Mass Media Ethics Fellows Colloquium, Minneapolis, Minnesota.

Musa, B. A. (2005, November 17-20). *Globalization, communication, and peace processes in Africa: The role of the African Diaspora – Past, present, and future*, African Studies Association Annual Convention, Washington, D.C.

Musa, B. A. (2004, October, 11-13). *Media ethics and conflict reporting: The challenge of professionalism, commitment, and social responsibility*, International Conference on Communication Ethics and Conflict, Calvin College, Grand Rapids, Michigan.

Musa, B. A. (2004, June 24-27). *Media ethics and conflict reporting: A biblical critique of objectivity, advocacy and social responsibility*, National Faculty Leadership Conference, Washington, D.C.

Musa, B. A. (2003, July 30-Aug. 2). *Religion, mass media, and public perspectives on bioethics*, Plenary Session, Association for Education in Journalism and Mass Communication Convention (AEJMC), Kansas City, Missouri

Musa, B. A. (2001, October 4-6). *Advocacy Journalism and Political Communication in Nigeria*, Annual Third World Studies Conference, University of Nebraska, Omaha, Nebraska.

- Musa, B.. A. (2000, November 16-19). *Dialogic Communication and interdependence in the global society: Rethinking cultural autonomy for Africa*, African Studies Association Annual Convention, Nashville, Tennessee.
- Musa, B.A. (1999, October 7-9). *Talking drums and the conspiracy of meaning in African political communication: A fantasy theme analysis of "The African Soldier."* Third World Studies Conference, University of Nebraska, Omaha.
- Musa, B. A. (1998, Oct. 29-Nov. 1). *The information superhighway and retribalization in the global village: Implications for peace and conflict in Africa*, African Studies Association Annual Convention, Chicago, Illinois.
- Musa, B. A. (1998, September 18-19). *New Communication Technology and Conflict Management in Africa: Implications for Peace and Conflict in 21<sup>st</sup> Century Africa*, Virginia Communication Association Conference, Richmond, Virginia.
- Musa, B. A. (1997, October 16). *The mass media and conflict management: Life-boat diplomacy and the peace processes in Bosnia and Rwanda*. Guest Speaker, Center for Conflict Transformation, Eastern Mennonite University, Harrisonburg, Virginia.
- Musa, B. A. (1997, May 21-25). *Uses and abuses of development media theory in sub-Saharan Africa: Critique of a quasi-descriptive/prescriptive theory*. Paper read at the 25th annual convention of the International Communication Association, Montreal Canada.
- Musa, B. A. (1996, Nov. 23-26). *The bloc-press phenomenon and conflict management in Nigeria: Implications for nation-building*, Speech Communication Association Annual Convention, San Diego, California.
- Musa, B. A. (1995, November, 18-23). *Trends in popular culture and freedom expression in West Africa: Implications for 21st Century society*, Annual Speech Communication Association convention, San Antonio, Texas.
- Musa, B. A. (1991, October 22-27). *New Communication technologies in Africa: Combative or cooperative systems?* Paper read at the African Council for Communication Education, 6th Biennial Conference, Ouagadougou, Burkina Faso.
- Musa, B. A. (1991, June 25-29). *Mass media research and development paradigms for Africa*, Council for Communication Education (ACCE) International Seminar on Communication Research, Abeokuta, Nigeria.

### **Selected Awards, Grants, and Fellowships**

- Fellow, National Media Ethics Colloquium, 2008.
- Fellow, National Media Ethics Colloquium, 2006.
- Northwestern College Summer Research Mini-Grant, 2006.
- Who's Who Among America's Teachers, 2005.
- Northwestern College Summer Research Mini-Grant, 2004.
- Employee of the Month, National Counseling Ctr, Virginia Beach, VA, 1998.
- Regent University Doctoral Fellowship, 1994-97.
- Federal Government of Nigeria, Nigerian Universities Commission and University Maiduguri Research Grant for the Study of International Media, Propaganda and the Gulf Crises, 1991/92.
- Federal Government of Nigeria Academic Merit Award, 1983.

- University of Nigeria, Nsukka Foundation Merit Scholarship Award, 1983.
- Federal Radio Corporation of Nigeria Schools Challenge State Champion, 1982.

**Professional Association Memberships**

- Association for Education in Journalism and Mass Communication (AEJMC).
- National Communication Association (NCA).
- International Communication Association (ICA).
- African Studies Association (ASA).