



# ACSPN NEWS

www.acspn.org

Newsletter of Association of Communication Scholars & Professionals of Nigeria

3RD EDITION, 2015

## VISION

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

## MISSION

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

## 7th ACSPN Empowerment Series (AES): Questionnaire Construction



Prof. Sobowale presenting



Group photograph at the 7th AES series



Some of the people at 7th AES series

“Constructing good questions that measure variables the researcher wants to measure is one of the difficult tasks in social scientific activities. Not only must the questions be adequate, they must mean to the respondent what they mean to the researcher or the meaning he wants them to mean to the respondents.” Prof. idowu Sobowale of Covenant University, Ota who stated this at the 7th ACSPN Empowerment Series (AES) held at Adna hotel, Ikeja Lagos on March 24, 2015, also declared

that, “the findings of any survey will be only as good as the instrument (questionnaire) used to gather the information”, adding that “with the availability of ICT, this instrument is now within the reach of an enterprising journalist and media organizations to use to enhance practice and challenge the affront of the new media.”  
Details: [http://www.acspn.org/images/Seminars/the\\_questionnaire\\_construction\\_for\\_surveys.pdf](http://www.acspn.org/images/Seminars/the_questionnaire_construction_for_surveys.pdf)

**Do you know** that your organization can partner with ACSPN to organise communication-related activities in your area of work, deliver a lecture, host an edition of the empowerment series or collaborate on research projects?  
Please contact the Secretariat at - [acspn.communicationnigeria@gmail.com](mailto:acspn.communicationnigeria@gmail.com)

## Upcoming ACSPN 2nd Annual Conference 2015 Theme: Communication Education and Practice in the Age of New Media Venue: African Sun Amber Residence, Ikeja, Lagos

Date: September 2-3, 2015

Special Panel: Challenges and Opportunities of the Digital Media Economy

## 8th ACSPN Empowerment Series (AES): A Strategic and Tactical Assessment of the 2015 Election Marketing of Parties, Candidates and Issues (Nigeria)



Mr. Oluwatosin presenting

“Electioneering is a serious business with a lot of complexities. Therefore every individual or party that goes in for election nurses the desire to win after deploying, so much resources.”  
- Mr. Ayo Oluwatosin  
Details: [www.acspn.org](http://www.acspn.org)



Cross-section of some of the people at the 8th AES series



Group photograph at the 8th AES series

## JOIN ACSPN

The Association of Scholars & Professionals of Nigeria (ACSPN) invites all students, academics and professionals in media, communication, public relations, advertising, marketing and other disciplines. Joining the association gives you the opportunity for intellectual and career development. Membership subscription is due by March 1 annually except for new members who pay when they join – in their first year. Institutional members are allowed to register four members of staff free for each year of subscription. All categories of members are entitled to full benefits of membership.

Details: <http://www.acspn.org/index.php/en/extensions/s5-accordionmenu> Membership Category

Membership Category	Subscription fee (N)	Subscription fee (\$)
Full Members	5,000	100
Student Members (Communication)	2,000	20
Institutional Members (open)	25,000	250
Associate Members: Other Disciplines/ Areas of Work	5,000	100
Associate Student Members: (Other Disciplines)	2,000	20

### Got Questions?

Join the discussion forum on our website at: <http://acspn.org/index.php/en/#>

**Are you Aware** that as a subscribed member, you have the benefit of getting free and adequate mentorship from mentors concerning any area in communication? Please direct your questions to [acspn.communicationnigeria@gmail.com](mailto:acspn.communicationnigeria@gmail.com). Answers will be published on the website.

Details: [www.acspn.org](http://www.acspn.org)

### TEAM

NOSA OWENS-IBIE  
CO-ORDINATOR

SEYI AJAYI / AYISHAT AMOO  
GUEST EDITOR

AYISHAT AMOO  
GRAPHICS

ACSPN Empowerment Series 3rd Edition Voices  
June 24, 2014  
Translating Global Best Practices to Strategic Communication Planning  
- Olanrewaju Oyegbola

**"I am attending for the first time, I have really gained a lot here today, I look forward to seeing this association grow to the state of other big Associations, but I pray it does not renege. We need propagation to grow this association.. I look forward to the conference where we will have large number of participants and should be able to get in more people."**

- Kareem Olayemi Arigbabu - Scholar

**"The paper presented is a brilliant one; I suggest that more of such papers in different areas should from time to time be presented to help in the development of the media/academics relationship."**

- Yinka Kadri  
- Professional (Broadcasting)

**"Lanre Oyegbola has reminded us that a healthy mix of theoretical frameworks and practical value creation is a strategic necessity for the growth of communication in Nigeria. It was a highly impactful session."**

- Tunde Ojo -

**Professional (Marketing Communication)**

**"Apt lecture! Thought - provoking, Points out the future of Communication in Nigeria – the working together of practicing professionals and the academic."**

- Ifedolapo Ademosu. - Scholar

**"I am so happy I participated in this session. I gained a lot from Mr. Olanrewaju Oyegbola's presentation. Most importantly, the humility of our professors shock me. They all sat patiently learning from their former student. This is truly an organization for the future; Knowledge Driven - Full Stop!"**

- Ganiyat Tijani-Adenle - Scholar

**"The lecture was great and very insightful and can be applied to a wide range/field. It will be great if an e-copy of presentation and subsequent presentations be made available."**

- Tobiloba Adewumi - Professional (Creative)

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