

I am an academic, scholar-practitioner and researcher who earned his Doctor of Philosophy (PhD) degree in Media and Cultural Studies from University of KwaZulu-Natal in South Africa. I am a trained university educator with a robust teaching and research background in the humanities and social sciences, and specialized in communication, media, society and culture. My research and publications have focused on education and technology, digital (social) and mobile media, strategic communication, public relations, advertising, climate change, political and crisis management and environmental communication, among others. I am eager to contribute to your university's vision, mission, research, innovation and output in addressing challenges. I bring a track record of experience and achievements in education, management and administration, teaching, research, curriculum design, monitoring and evaluation, scholarship and pedagogy, especially in communication and media to contribute to your university. I mentor, coach and foster the professional and academic growth of students, innovation and critical thinking of practitioners, researchers and scholars. I integrate cutting-edge strategies to enhance efficiency and productivity, especially in higher education. I have made extensive contributions to the teaching, development and application of knowledge; planning; and designing and delivering of training and learning of students at different levels in universities.

EMPLOYMENT HISTORY

ACADEMIC EXPERIENCE

SENIOR LECTURER AT UNIVERSITY OF EDUCATION, WINNEBA (UEW), GHANA

NOVEMBER 2020 — PRESENT

- Teach innovative courses, and integrate creative pedagogy.
- Supervise master's and doctoral research (theses) and encourage innovation.
- Conduct and publish high-quality research in books and journals, and present at conferences.
- Mentor and guide postgraduate and undergraduate students via coaching, counselling and internship supervision to equip them with practical skills.
- Perform and support administrative functions, and foster a culture of excellence.

COORDINATOR FOR GRADUATE STUDIES SCHOOL OF COMMUNICATION AND MEDIA STUDIES AT UNIVERSITY OF EDUCATION, WINNEBA (UEW), GHANA

OCTOBER 2021 — JULY 2025

- Coordinated and directed graduate studies (programmes) in the school
- Processed postgraduate results and organize research seminars.
- Served on the PhD technical committee
- Served on the faculty and examination boards of the school.
- Contributed to academic quality assurance and accreditation processes.

**MEMBER, TIMETABLE COMMITTEE AT
UNIVERSITY OF EDUCATION, WINNEBA
(UEW), GHANA**

OCTOBER 2021 — JULY 2025

**REPRESENTATIVE, SCHOOL OF
COMMUNICATION AND MEDIA STUDIES TO
DIRECTORATE OF RESEARCH, INNOVATION
AND DEVELOPMENT (DRID) AT UNIVERSITY
OF EDUCATION, WINNEBA (UEW), GHANA**

OCTOBER 2021 — JULY 2025

**EXTERNAL EXAMINER/RESEARCH FELLOW,
CENTRE FOR COMMUNICATION, MEDIA AND
SOCIETY AT UNIVERSITY OF KWAZULU-
NATAL, SOUTH AFRICA**

JANUARY 2024 — PRESENT

- Assess postgraduate and honours programmes at the Centre to enhance academic standards and quality
- Review courses and examination questions for postgraduate and honours programmes to provide expert feedback and academic recommendations
- Conduct research for the Centre
- Work with scholars at the Centre in research projects

**ADJUNCT LECTURER AT GHANA
COMMUNICATION TECHNOLOGY
UNIVERSITY, GHANA**

JULY 2023 — PRESENT

- Teach business, communication, media and public relations courses and deliver innovative, engaging content that promotes creative thinking, problem-solving, and practical application through interactive and student-centred approaches.
- Supervise research projects and guide students to utilize cutting-edge tools and technologies.

**ADJUNCT LECTURER AT AFRICAN
UNIVERSITY COLLEGE OF
COMMUNICATIONS, GHANA**

MARCH 2021 — PRESENT

- Design and deliver innovative postgraduate courses in communication and media studies, integrating real-world insights and creative pedagogies to enhance critical thinking and professional growth of students.
- Supervise dissertations of postgraduate students in communication and media studies, and provide guidance and mentorship through research projects and supervision

**POST-DOCTORAL FELLOW AT NORTH-WEST
UNIVERSITY, SOUTH AFRICA**

NOVEMBER 2019 — OCTOBER 2021

- Researched communication, social media and political participation, and supported teaching, learning and administration.
- Assisted faculty members in delivering lectures to undergraduate and postgraduate students.

LECTURER AT DURBAN UNIVERSITY OF TECHNOLOGY, SOUTH AFRICA

MAY 2019 — DECEMBER 2019

- Taught undergraduate courses using innovative and student-centered methods
- Assessed student performance through exams, quizzes, and tests
- Provided academic support and mentorship
- Published research and presented papers at conferences
- Contributed to academic and administrative duties of the university

DOCTORAL RESEARCHER AT UNIVERSITY OF KWAZULU-NATAL, SOUTH AFRICA

FEBRUARY 2017 — SEPTEMBER 2019

- Conducted original research and publications from project
- Supported teaching and publication at the Centre for Communication, Media and Society (CCMS), UKZN.

RESEARCH ASSISTANT AT RHODES UNIVERSITY, SOUTH AFRICA

FEBRUARY 2016 — NOVEMBER 2016

- Supported research and teaching in Political and International Studies at undergraduate level.

PROFESSIONAL AND CONSULTING EXPERIENCE

FOUNDER & EXECUTIVE DIRECTOR AT CENTRE FOR DIGITAL MEDIA AND COMMUNICATION (CDMC), GHANA

AUGUST 2021 — PRESENT

- Lead a registered independent research think tank and training centre involved with digital media, public communication and engagement, digital literacy, development and culture.
- Organise trainings, workshops and seminars on communication, media and digital literacy and technologies
- Develop partnerships with academic institutions, non-governmental organisations and media organisations for non-profit and development initiatives.
- Lead research and advocacy on digital media and communication, civic engagement and media policy
- Mentor emerging scholars in public communication, media, culture and digital storytelling, among others

DIRECTOR OF RESEARCH & COMMUNICATION AT PAN-AFRICAN HERITAGE WORLD MUSEUM, GHANA

JANUARY 2020 — MARCH 2021

- Managed research projects, communication and media relations outfit of the organisation.

- Oversaw corporate and external affairs, public relations and events.
- Developed media and communication policies, briefs and strategies.
- Coordinated content creation, information and press releases.

SPOKESPERSON/COMMUNICATION SECRETARY – NATIONAL INTERIM COMMITTEE AT CONVENTION PEOPLE’S PARTY (CPP), GHANA

DECEMBER 2023 — DECEMBER 2024

- Managed the national communication strategy of the political party
- Drafted official public statements of the party and engaged stakeholders.
- Speak on the policy interventions and programmes in the media

CAMPAIGN STRATEGIST– PRESIDENTIAL /NATIONAL ELECTION CAMPAIGN (2020 GENERAL ELECTION CAMPAIGN) AT CONVENTION PEOPLE’S PARTY (CPP), GHANA

AUGUST 2020 — DECEMBER 2020

- Advised the flag bearer/presidential candidate of the political party on the 2020 election campaign
- Developed election communication, campaigns, voter outreach and media strategies,
- Coordinated national campaign, manifesto and communication teams.

CAMPAIGN STRATEGIST– PRESIDENTIAL /NATIONAL ELECTION CAMPAIGN (2016) GENERAL ELECTION CAMPAIGN) AT CONVENTION PEOPLE’S PARTY (CPP), GHANA

JANUARY 2016 — DECEMBER 2016

- Advised the flag bearer/presidential candidate of the political party on the 2026 election campaign
- Developed election communication, campaigns, voter outreach and media strategies,
- Coordinated national campaign, manifesto and communication teams.

REGIONAL SECRETARY, ASHANTI REGION AT CONVENTION PEOPLE’S PARTY (CPP), GHANA

JANUARY 2007 — DECEMBER 2011

- Chief scribe for the Ashanti Region
- Administrative head of the party in the Ashanti Region
- Guided the regional political campaigns and communication, outreach programmes, and engagements with the electorate.

MEMBER, YOUTH AFFAIRS AND PUBLICITY COMMITTEES AT CONVENTION PEOPLE’S PARTY (CPP), GHANA

JANUARY 2007 — DECEMBER 2011

- Contributed to the development of youth programmes of the party
- Participated in political communication and media engagement activities.

COMMUNICATION AND MEDIA SPECIALIST AFRICA TRADE PROJECT, GHANA

SEPTEMBER 2012 — DECEMBER 2015

- Was responsible for communication, media and corporate affairs

- Developed media strategies and plans for promoting the organisation
- Designed and implemented business development and marketing communication activities.

**TEACHER AT CHIANA SENIOR HIGH SCHOOL,
GHANA**

SEPTEMBER 2011 — AUGUST 2012

- Taught, mentored and counselled senior high school students.

**MEMBER AT TARKWA-MAAKRO UNIT
COMMITTEE, SUAME, KUMASI, GHANA**

JANUARY 2006 — DECEMBER 2011

- Represented the unit committee of the electoral area at the Suame District Assembly.
- Served as an opinion leader and change agent in the Tarkwa-Maakro community.

**WRITER AT THE PIONEER NEWSPAPER,
GHANA**

JANUARY 2003 — AUGUST 2007

- Edited columns in the newspaper
- Reported news and wrote features for publication.
- Performed other journalistic functions for the newspaper

EDUCATION

**POSTGRADUATE DIPLOMA, TEACHING & LEARNING IN HIGHER EDUCATION, DECEMBER
2021**

UNIVERSITY OF EDUCATION, WINNEBA, GHANA

PHD, CULTURAL AND MEDIA STUDIES, SEPTEMBER 2019

UNIVERSITY OF KWAZULU-NATAL, DURBAN, SOUTH AFRICA

POSTGRADUATE DIPLOMA, INTERNATIONAL STUDIES, APRIL 2017

RHODES UNIVERSITY, GRAHAMSTOWN, SOUTH AFRICA

MA, COMMUNICATION & MEDIA STUDIES, AUGUST 2014

UNIVERSITY OF EDUCATION, WINNEBA, GHANA

B.SC. (HONS), ADMINISTRATION IN BANKING & FINANCE, JULY 2011

UNIVERSITY OF EDUCATION, WINNEBA, GHANA

SKILLS AND COMPETENCES

-
- Computer Literacy (Microsoft office, teaching and learning applications, etc.)
 - Knowledge and understanding of communication and media theories
 - Conversant with qualitative and quantitative research
 - Ability to conceptualise, design, conduct and analyse research data
 - Result oriented professional and team player
 - Curriculum design and development
 - Ability to report, foster research culture and disseminate findings
 - Ability to develop and deliver lectures to students at undergraduate and postgraduate levels
 - Excellent written and verbal communication
 - Understanding of continuous professional development and improvement
 - Good human relations and effective time management skills
 - Multitasked professional with local and international field experience
 - Ability to identify and engage stakeholders for knowledge exchange and dissemination
 - Ability to teach different courses in communication and media studies
 - Strong research, assessment and analytical skills
 - Knowledge and experience in research in communication and media
 - Academic mentorship and supervision
 - Student-centred and interactive teaching approach
 - Effective classroom management
 - Ensure engagement, participation and inclusion
 - Trustworthy, reliable and accountable employee

SELECTED PEER-REVIEWED PUBLICATIONS

Boateng, A. B. (2026). Artificial intelligence (AI) in the teaching and learning of foreign languages: Insight from a public university. In A. John, R & T. Ch., Kumar, N., P., Subheesh, J., Thapasya & C., C., Sobin (Eds.), *AI innovations for language education and communication*. London: CRC Press.

Boateng, A., B. (2026). Journalism and anticorruption reporting in Ghana: Analysis of media safety as a watchdog. In U. Akpojivi & T. Chari (Eds.), *Media accountability and corruption in Africa*. London: ZED Books.

Boateng, A. B. (2026). Instagram marketing in presidential election campaigns: Study of selected candidates in Ghana. In A. Chibuwe & A. Munoriyarwa (Eds.), *Digital political marketing in Africa: Mapping practices and trajectories*. London: Lexington.

Boateng, A. B. (2025). Leveraging indigenous media strategies in climate change communication. In T. Chari & A. Munoriyarwa (Eds.), *Climate change communication in Africa: Emerging trends and practices*. London: Routledge.

Boateng, A. B. (2025). Healthcare public relations in Ghana: The case of two teaching hospitals. In G. Bosah, R. E. Hinson, & E. K. Adae (Eds.), *Strategic public relations in emerging economies: Public and private sector perspectives*. Cham: Palgrave Macmillan.

Boateng, A. B. (2024). Social media marketing of public universities in Ghana: the use of Facebook. In Njathi, A. W., & Watkins, B. (Eds.), *Digital public relations and marketing communication trends in Africa*. London: Routledge.

Boateng, A. B. & Gumede, N. (2023). Communication strategies in relation to Covid-19 in South Africa and Ghana: A Systematic Review. *Journal of Creative Communications*, 18(2), 214–229.

Boateng, A. B. (2022). New media literacy in communication training in Ghana: Evidence from two public universities. *Media Literacy and Academic Research*, 5(2), 196–211.

Boateng, A. B. (2022). Social media usage and digital rights restrictions in the Republic of Chad. In Kperogi, F. A. (Ed.), *Digital dissidence and social media censorship in Africa*. London: Routledge.

Boateng, A. B. & Tindi, S. (2022). Technology appropriation in higher education: The case of communication educators in Ghana. *Integrated Journal for Research in Arts and Humanities*, 2(2), 1–8.

Boateng, A. B. (2021). Twitter as political communication platform in election campaigns in Ghana. *International Journal of Communication and Media Studies*, 11(2), 25–36.

Boateng, A. B., McCracken, D. P., & Lubombo, M. (2020). Intra-party election campaigns in Ghana: An analysis of Facebook use. In Ndlela, M., & Mano, W. (Eds.), *Social media and electoral democracy in Africa, Vol. 1*, pp. 215–232. Cham: Palgrave Macmillan.

Boateng, A. B. (2019). African regional organisations in rebuilding conflict nations in West Africa. *Journal of International Affairs and Global Strategy*, 75, 1–8.

Boateng, A. B. (2015). Branding public universities through advertising: A study of two public universities in Ghana. *Journal of Developing Country Studies*, 5(21), 43–55.

ACCEPTED PUBLICATIONS (IN PRESS)

Boateng, A. B. (In press). Posters as visual political communication in election campaigns in Ghana. In M. T., Thatelo, N., Sele Kane, K., & Aiseng, K. (Eds.), *Visual political communication from an Afrocentric perspective*. London: Routledge.

Boateng, A. B. (In press). Leveraging X in public sector communication: The case of a government agency. In Radebe, M. J. & Karabo, S., K. (Eds.). *Public sector communication in the digital age*. Volume II. Johannesburg: University of Johannesburg Press.

Boateng, A., B. (In press). Social media, fake news and disinformation in elections in Ghana. In Siyasanga, T. (Ed.). *Media platform, politics and electioneering in Africa: A disinformation age perspective*. London: Routledge.

Boateng, A., B. (In press). Unlocking communication and media research through Gen AI: Perspectives of graduate students in Ghana. In B., B., Archarya, A., Gladkova & C. Escudero (Eds.), *Generative AI in journalism: Practices, challenges, and future directions*. IAMCR-Palgrave Series, London: Routledge.

CONFERENCES

Africa Studies Association of Africa, 6th Biennial Conference, University of Cape Verde, Cape Verde, September 2025.

African Environmental Communication Symposium: “Old problems and new journalism? Exploring the contours of African environmental communication. University of Sharjah, United Arab Emirates, March, 2023.

Colloque International Science ouverte au Sud. Gestion et Ouverture des donnees de la recherche: Panorama et perspectives en Afrique, Cotonou, Benin October 2022.

Science as a Site of Inequality Workshop, 11th May – 13th May, STIAS, Stellenbosch University, South Africa, 2022.

MIASA Writing Workshop, 12th April – 16th April, University of Ghana, Legon, 2021

Global Digital Humanities Symposium, Michigan State University, East Lansing, USA, 2020.

Digital Humanities 2019: Complexities Conference, Utrecht University Holland, 2019.

Digital Humanities – the perspective of Africa (DH-Africa) Workshop, 1st July – 5th July, Lorentz Center, Leiden University, Holland, 2019.

1st Annual Conference of the Communication Educators Association of Ghana, University of Education, Winneba, Ghana.

2nd Biennial Africa Regional Conference of the International Communication Association (ICA), University of Ghana, Legon.

Model African Union (AU) Conference, ACCORD/University of KwaZulu-Natal, South Africa.

FELLOWSHIPS & AWARDS

Awarded a travel grant by Michigan State University to present a paper at the Global Digital Humanities Symposium, College of Arts and Letters, Michigan State University, 2026.

Awarded a travel grant by Institut de Recherche pour le Development (IRD) and CIRAD, France to participate in the Colloque International Science ouverte au Sud in Cotonou, Benin, 2022.

Awarded a travel grant by the German Research Council (DFG) to present a paper at the Science as a Site of Inequality Workshop at Stellenbosch University, South Africa, 2022.

Awarded the Covid-19 Africa Rapid Grant Fund (CARGF) by the National Research Fund (NRF), South Africa, 2020.

Awarded an honorarium by Michigan State University to present a paper at the Global Digital Humanities Symposium, College of Arts and Letters, Michigan State University, 2020.

Awarded a travel grant by the Alliance of Digital Humanities Organisations (ADHO) to participate in the Digital Humanities: the perspective of Africa workshop and the Digital Humanities Conference at Leiden/Utrecht universities, Netherlands, 2019.

Awarded a travel grant by the International Communication Association to participate in the 2nd Biennial Africa Regional Conference of the ICA at the University of Ghana, 2018.

Selected as Emerging Scholar by the Common Ground Research Network, University of Illinois, USA, 2018.

PROFESSIONAL BODIES

Member, South African Communication Association (SACOMM)

Member, Association of Non-Fiction and Academic Authors of South Africa (ANFASA)

Member (CPRP), Public Relations Institute of Southern Africa

Member, Collaborative Research Group African History, Leiden University, Netherlands

Member, African Studies Centre Leiden (ASCL), Netherlands

Fellow, French Institute for Research in Africa (IFRA), Nigeria

Member, Africa Network of Researchers on Inequality in Science (ANRIS)

Member, Communication Educators Association of Ghana (CEAG)

Member, University Teachers Association of Ghana (UTAG)

EDITORIAL & SCHOLARLY SERVICE

Reviewer, Association of Teachers of Technical Writing (ATTW, USA)

Country Expert (Chad, Liberia and Mali) for the Digital Society Project (Measuring Internet Politics), Varieties of Democracy

Reviewer, Social Dynamics (Taylor and Francis, Routledge)

Reviewer, Journal of African Media Studies (Intellect Publications, UK)

Reviewer, Contemporary Journal of African Studies (Institute of African Studies, University of Ghana)

Reviewer, Global Digital Humanities Symposium (Michigan State University, USA)

Reviewer, Digital Humanities Conference (Alliance of Digital Humanities Organisations)

REFERENCES

Emeritus Professor Donal Patrick McCracken

Emeritus Professor, Centre for Communication, Media and Society
University of KwaZulu-Natal, South Africa
Email: mccrackend@ukzn.ac.za

Professor Eliza Govender

Academic Lead, Centre for Communication, Media,
and Media Society, University of KwaZulu-Natal,
South Africa
Email: govendere1@ukzn.ac.za

Prof. Elinam Balimenuku Amevor

University of Pittsburg, Bradford, USA
Email: amevor@pitt.edu

Professor Albert Agbesi Wornyo

Dean, School of Communication and Media Studies
University of Education, Winneba, Ghana

Email: albertwornyo@gmail.com

Professor Emelia Asiedu

Head, Department of Marketing
Ghana Communication Technology University, Ghana
Email: easiedu@gctu.edu.gh
