

Prof. Dr. Abdalla Uba Adamu, Department of Mass Communication,  
Bayero University, Kano, NIGERIA

Prof. Dr. Abdalla Uba Adamu, holds double professorships in Science Education (1997) and Media and Cultural Communication (2012) from Bayero University Kano, Nigeria. His main research focus is on transnational media flows and their impact on the transformation of Muslim Hausa popular culture especially in literature, film, music and performing arts. He is the creator of the [Foundation for Hausa Performing Arts](#) (Kano, Nigeria) whose main focus is archiving traditional performing arts heritage of the Muslim Hausa. He has also developed courses on digital cultures and promotes netnography as a research methodology in documenting Hausa media ethnographies. He is the Chairman of a research cluster based in Bayero University Kano that discusses issues of Visual Anthropology.

His recent research focus is technology and the new media use among the urban Hausa, and transnational media flows and their impact on the transformation of Muslim Hausa popular culture especially in literature, film, music and performing arts. He is the creator of the Foundation for Hausa Performing Arts (Kano, Nigeria at [www.fohapa.com](http://www.fohapa.com)) whose main focus is archiving traditional performing arts heritage of the Muslim Hausa. He categorizes his research as falling in the domain of media anthropology.

His recent publications include 'The Remediation of Events: 9/11 in Nigerian Videos.' In H. Behrend & T. Wendl (Eds.), *9/11 and its Remediations in Popular Culture and Arts in Africa* (pp. 39-57). Berlin: Lit. Verlag; and 'The Beggar's Opera: Muslim Beggar-Minstrels and Street Oral Poetry Theatre in Northern Nigeria.' In T. F. Deubel, S. M. Youngstedt & H. Tissières (Eds.), *Saharan Crossroads: Exploring Historical, Cultural, and Artistic Linkages between North and West Africa* (pp. 195-216). Newcastle upon Tyne: Cambridge Scholars Publishing.

In October 2015 Prof Adamu was invited to teach four courses at the Rutgers State University New Jersey as a visiting professor. Earlier, in August 2015, he was the guest speaker at Haus der Kulturen der Welt, Berlin, Germany where he discussed youth, popular culture and insurgency in northern Nigeria. From Berlin he proceeded to University of Hamburg where he made a special presentation on using consumer digital media technologies in preservation of unique African manuscripts. In 2013 he was again in Berlin attending the retirement conference of Prof. dr. Heike Behrend. The conference, whose theme was *Testing and Contesting Regimes of Visibility*, was organized by colleagues and students of Prof. Behrend who retired from University of Cologne.

In 2012 he was appointed European Union Visiting Professor for the project 'The Modern University' at the [Department of African Languages and Cultures, University of Warsaw](#), Poland from 1st March to 31st May 2012. At Warsaw, he taught two highly popular courses: *Transnationalism and African Popular Culture*, and *Oral Traditions in Local and Global Contexts*. He also coordinated a research collaboration, 'Passages of Culture' between German and African Universities sponsored by the Volkswagen Foundation from 2009-2013.

Prof. Adamu also served as a Fulbright African Senior Research Scholar, and had his residency at the Center for Studies in Higher Education, University of California, Berkeley, from 1991-1992. This led to his first major book, [Reform and Adaptation in Nigerian University Curricula, 1960-1992: Living on the Credit Line](#) (Edwin Mellen Press, 1994). He was also awarded a place on the Rockefeller Foundation's Bellagio Resident Fellows program at the [Bellagio Study Center](#), Bellagio, Italy, October to November 1993.