

CURRICULUM VITA

Omotayo O. Banjo, Ph.D.

OFFICE ADDRESS

Department of Communication
121 McMicken ML 0184
University Of Cincinnati
Cincinnati, Oh 45221-0184
Office: 513.556.2142
Email: tayo.oyinda@gmail.com

WEBSITE/SOCIAL MEDIA

WWW.OMOTAYOBANJO.COM

TWITTER: @DROBANJO

INSTAGRAM: @DROBANJO

EDUCATION

Pennsylvania State University
Ph.D.

Mass Communication, May 2009

Pennsylvania State University
B.A.

Social Psychology, May 2004
Minor: English

POSITIONS

University of Cincinnati
Cincinnati, OH

Assistant Professor (2009-2015)

Associate Professor (2015- Current)

- *Affiliate Faculty* Member, Africana Studies
- *Affiliate Faculty* Member, Women Gender & Sexuality Studies
- *Affiliate Faculty* Member, Journalism

RESEARCH AND TEACHING EXPERTISE

Social Psychology of Media | Media and Identity | Cultural Media

RESEARCH

Books

4. Banjo, O.O (2022). *Dreams for Our Children: Immigrant Letters to Future Generations*. Wise Ink.
3. Banjo, O. O. (Ed) (2021). *Immigrant Generations, Media Representations and Audiences*. London, UK: Palgrave.
2. Banjo, O. O. (Ed.) (2019). *Media Across the African Diaspora: Content, Audiences, and Influence*. New York, NY: Routledge.
1. Banjo, O.O. & Williams Morant, K. (Eds.) (2017). *Contemporary Christian Culture: Messages, Missions, and Dilemmas*. Lanham, MD: Lexington

Peer-Reviewed Articles

16. Sanders, M. S., & Banjo, O. (2021). The Power of Black Panther to Affect Group Perceptions: Examining the Relationships Between Narrative Engagement, Narrative Influence, and Perceived Vitality of African Americans. *Imagination, Cognition and Personality*, 02762366211063801.
15. Ramasubramanian, S., & Banjo, O. O. (2020). Critical Media Effects Framework: Bridging Critical Cultural Communication and Media Effects through Power, Intersectionality, Context, and Agency. *Journal of Communication*, 70(3), 379-400.
14. Morant, K.M. & Banjo, O.O. (2018). Fight the power: Lecrae—a new evangelical archetype. *Journal of Communication and Religion*
13. Banjo, O. O. & Jennings, N.A. (2016). Content analysis of portrayal of Whites in Black-context films. *Mass Communication & Society*.
<http://dx.doi.org/10.1080/15205436.2016.1230220>
12. Banjo, O.O, Wang, Z.J., Appiah, O., Tchernev, J., Brown, C., Walther, W., Hedstrom, A., & Irwin, M. (2016). Experiencing racial humor with out-groups: A psychophysiological approach to examining co-viewing effects. *Media Psychology*.
doi: 10.1080/15213269.2016.1234396

11. **Banjo, O.O.** & Williams Morant, K. (2015). Behind the music: Exploring audiences' attitudes toward gospel and contemporary Christian music. *Journal of Communication and Religion*, 37(3) 117-138.
10. **Banjo, O.O.**, Appiah, O., Wang, Z.J., Brown, C., & Walther, W. (2015). Co-viewing effects of ethnic-oriented programming: An examination of in-group bias and racial comedy exposure. *Journalism and Mass Communication Quarterly*, 92, 662-680 doi: 10.1177/1077699015581804
9. **Banjo, O.O** & Fraley, T. (2014). The wannabe, the man, and whitebread: Portrayals of whiteness in Black films. *Western Journal of Black Studies*, 38(1), 42-52.
8. Williams Morant, K. & **Banjo, O.O.** (2013). From where we stand: Exploring Christian listeners social location and Christian music listening". *Journal of Media and Religion*, 12(4), 196-216. doi: 10.1080/15348423.2013.845027
7. Banjo, O. O. (2013). For us only? Examining the impact of context on Blacks' evaluations of Black entertainment, *Race and Social Problems*, 5(4) 309-322. doi: 10.1007/s12552-013-9106-x
6. Oh, D. & **Banjo, O.O** (2012). Outsourcing postracialism: Voicing neoliberal multiculturalism in Outsourced. *Communication Theory*, 22 (4), 449-470. doi: 10.1111/j.1468-2885.2012.01414.x
5. **Banjo, O.** & Morant Williams, K. (2011). A house divided? Christian music in Black and White communities. **[lead article]** *Journal of Media & Religion*, 10(3) 115-137. doi: 10.1080/15348423.2011.599640
4. Banjo, O. (2011). What are *you* laughing at? Examining predictors of Whites' enjoyment of Black entertainment. **[lead article]** *Journal of Broadcasting and Electronic Media*, 55(2), 137-159. doi:10.1080/08838151.2011.570822
3. **Banjo, O.**, Hu, Y., & Sundar, S. (2008). Cell phone usage and social interaction with proximate others: Ringing in a theoretical model. *The Open Communication Journal*, 2, 127-135.
2. Oliver, M. B., **Banjo, O.**, & Kim, J. (2003). Judging a movie by its cover: A content analysis of sexual portrayals on video rental jackets. *Sexuality & Culture*, 7(3), 38-56. doi:10.1007/s12119-003-1002-x
1. Banjo, O. (2002). The effects of media consumption on the perception of romantic relationships. *Penn State McNair Journal*, 9, 9-33.

Book Chapters

7. **Banjo, O.O.**, Suraj, O. & Addie, Y. (2021). A Meta-analysis of Communication Research in Africa. In J. Cruz, M. Lumala, S. Connaughton, & P. Masibo (Eds.). *Handbook of Communication in Africa: Theory, Research and Praxis*. [Invited]
6. Ramasubramanian, S. Riles, J., & **Banjo, O.O.** (2021). Culture Counts: Quantitative Approaches to Critical Intercultural Communication. In R. Halulani & T. Nakayama (Eds.) *Handbook of Critical Intercultural Communication*. [Invited]
5. Banjo, O.O. (2019). The paradox of postracialism: Black Hollywood's voice in postracial discourse. In S. Turner & S. Nilsen (Eds.) *Colorblind Hollywood: Movies in Postracial America*. New York: NYU Press. [Invited]
4. Banjo, O.O. (2015). Now you see me: The visibility of whiteness in Black context film. In V. Berry, A. Fleming-Rife, & A. Dayo (Eds.) *Black Culture and Experience: Contemporary Issues*, 257-270. New York: Peter Lang Publishing,
3. **Banjo, O.**, Whembolua, G., Howard, S., Frederick, N., & Lindsey, J. (2015). As seen on TV? Hip hop images and health consequences in the Black community. In C. Jones & E. Wallace (Eds.) *Black Sociology: Contemporary Issues and Future Directions*, 223-240. Farnham, England: Ashgate Publishing.
2. Sanders, M. & **Banjo, O.** (2013). Mass Media and African American identities: examining Black self-concept and intersectionality. In D. Lasorsa & A. Rodriguez (Eds.) *Media and Identity: New Agendas in Communication*, pp.145-168. New York: Routledge.
1. Banjo, O. (2005). Personalizing your college education. In C. Glenn (Ed.), *Making Sense: A Real-world Rhetorical Reader* 2nd ed. (pg. 521). Boston: Bedford, Freeman & Worth.

Grant Activity

Niehoff Fellowship 2020-2024, Film and Media Center, University of Cincinnati.

Fulbright Scholars Award Winner 2019-2020, Covenant University, Ota, Nigeria
"The Impact of Media, Western and Local on Nigerian's Social-Perception and Self-Perception"

University Research Council [Unfunded] (November 2010)

Banjo, O. Why can't we be friends? Understanding humor effects on audience responses, racial perceptions and race relations. Requested: \$6500

National Endowment for Humanities [Unfunded] (September 2010)

Banjo, O. Racial comedy and cultural competence: Laughing our way into unity.
Requested: \$6500

Provost's Committee on Faculty Diversity, Diversity Award [Funded] (May 2010)
Media Effects Research Lab
Direct Cost: \$9984 includes Award: \$6,656 and College Contribution: \$3,328

Africana Research Center [Funded] (November 2006)
Banjo, O. *For us only? Hostile media perception in the presence of a White Audience*
Direct Cost: \$630

Competitively- Selected Conference Papers

24. Jennings, N. Rosaen, S. **Banjo, O. O.** (2020). Trust, Race, and Representation in Children's Media. National Communication Association. Indianapolis, IN
23. Ramasubramanian, S. & **Banjo, O.O.** (2020) Intersectional Media Effects: The CCAP Framework for Examining Complexity, Context, Agency, and Power in Media Effects Scholarship. National Communication Association. Washington, D.C.
22. Ramasubramanian, S. & **Banjo, O.O.** (2019) Intersectional Media Effects: The CCAP Framework for Examining Complexity, Context, Agency, and Power in Media Effects Scholarship. International Communication Association. Washington, D.C.
21. Sanders, M. and Banjo, O. (2018) Black Narratives Matter: Black Panther, Morality, and Identity. Presented at National Communication Association. Salt Lake City, UT.
20. Corsbie-Massay, C. & **Banjo, O.** (2017, May) Hip-Hop without History: The Intersection of Hip-Hop and Colorblindness. Paper presented at the annual conference of the International Communication Association, San Diego, CA.
19. **Banjo, O.O.** Wang, Z.J., Appiah, O., Brown, C., Walther, W., Hedstrom, A., & Irwin, M. (2015, May). Wait, Can I Laugh at This? Group Viewing and Racial Humor Messages. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.
18. **Banjo, O.O.** Wasil, R. & Burkel, M. (2014, November). I've reached my limit! Toward a construct of moral threshold. Paper presented at the annual conference of the National Communication Association, Chicago, IL.
17. **Banjo, O. O.** & Jennings, N., Dorsett, N., & Fraley, T. (2014, August). Content analysis of portrayal of Whites in Black-context films. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Montreal, CN.

16. Banjo, O.O (2014, May). Can a Black woman be sex-positive? Examining audience responses to popular female artists' music videos. Paper presented at the annual conference of International Communication Association, Seattle, WA.

15. **Banjo, O.O.**, Appiah, O., Wang, Z.J., Brown, C., Walther, W., & Tchernev, J. (2013, June). *Co-viewing effects of ethnic-oriented programming: An examination of in-group bias and racial comedy exposure*. Paper presented at the annual conference of International Communication Association, London, UK.

- 14, Banjo, O.O. (2012, May) *Why can't we be friends? Understanding comedy and cultural competence*. Poster presented at the annual conference of International Communication Association, Phoenix, AZ.

13. **Banjo, O.** & Morant Williams, K. (2012, May) *Behind the music: Exploring audiences' attitudes toward gospel and contemporary Christian music*. Paper presented at the annual conference of International Communication Association, Phoenix, Arizona.

12. Oh, D. & **Banjo, O.O.** (2011, November) *Outsourcing postracialism: Voicing neoliberal multiculturalism in Outsourced*. **[Top Paper Award]** Paper presented at the annual conference of National Communication Association, New Orleans, LA.

11. Neuwirth, K., Frederik, E., **Banjo, O.** (2011, November). *Racial identity, racial perceptions and person effects*. Paper presented at the annual conference of Midwest Association for Public Opinion Research, Chicago, IL.

10. Morant Williams, K & **Banjo, O.** (2010, November). *Triumphing or tranquilizing: Exploring intersections of racial identity and spirituality in Christian music genres*. Research in progress presented at the annual conference of the National Communication Association, San Francisco, CA.

9. Sanders, M. & **Banjo, O.** (2010, August). *Mass Media and African American identities: examining Black self-concept and intersectionality*. Presented at the New Agendas Conference. Austin, Texas.

8. **Banjo, O.** & Morant, K. (2010, June). *A house divided? Christian music in Black and White*. Poster presentation the annual conference of the International Communication Association, Singapore, Asia.

7. Banjo, O. (2010, June). *What are you laughing at? Understanding Whites' enjoyment of Black entertainment*. Paper presented at the annual conference of the International Communication Association. Singapore, Asia.

6. Banjo, O. (2008, May). *For us only? Hostile media perception in the presence of a White audience*. Paper presented at the annual conference of the International Communication Association. Montreal, CA.
5. Banjo, O. & Fraley, T. (2008, May). *Portrayals of whiteness in Black films*. Paper presented at the annual conference of the International Communication Association. Montreal, Canada.
4. Tsay, M., & Banjo, O. (2007, May). *A true test of friendship: Testing the interpersonal nature of parasocial interactions*. Paper presented at the annual conference of the International Communication Association, San Francisco, CA.
3. Banjo, O. (2006, November). *Are you in the family? Determining relationship investment by cell phone provider*. Paper presented at the annual conference of the National Communication Association, San Antonio, TX.
2. Banjo, O., Hu, Y., & Sundar, S. (2006, June). *Cell phone usage and social interaction with proximate others: Ringing in a theoretical model*. Paper presented at the annual conference of the International Communication Association, Dresden, Germany.
1. Banjo, O., Early, M., & Granger, E. (2005, March). *The effects of social identity on perceptions of racism in print news media*. Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, San Antonio, TX.

Invited Panel Presentations

- Banjo, O. (2017, June). Southside with you: A Critical Analysis of African and African American Authenticity. *Voices of Black America in the Diaspora: Comics, Cookbooks and Film*. Conference of the Collegiums for African American Research, Malaga, Spain.
- Morant, K & Banjo, O. (2011, April). Praising God in Black & White: An analysis of the rhetorical power of Contemporary Christian music and Black Gospel music. *“The Three R’s” – Religion, Race and Rhetoric: Exploring the Power and Influence of Rhetorical Discourse in the Pluralistic Public Sphere*. Eastern Communication Association, Arlington, VA.
- Banjo, O & Morant, K. (2011, April). Empowering or enabling? Exploring the utility of Gospel music in reinforcing and transforming Black Christian identity. *Desiring Black Gospel: The Circulation, Translation, and Reception of African American Gospel Traditions*. Conference of the Collegiums for African American Research, Paris, France.

Banjo, O. (2010, November). Ethnic entertainment, audiences and effects. *Diversity Research and Teaching Symposium*, Terre Haute, IN.

Banjo, O (2010, April). Personal to me, Universal to you: Understanding white audiences and Tyler Perry. *Tyler Perry and Representations of African Americans in His Films: Charting a New Course or Maintaining the Status Quo?* Eastern Communication Association, Baltimore, MD.

Banjo, O. (2009, March) Black humor: For mature audiences only. *Black Knowledge and the Arts: Music, Drama, and Film*. Conference of the Collegium for African American Research, Bremen, Germany.

Banjo, O. (2008, March). Third-person effects in Black entertainment. *Issues in Third Person Effects*. Association for Education in Journalism & Mass Communication-Mid Winter, Pittsburgh, PA.

Invited Talks

“A Whole New World” The Paradox of Postracialism in the Media”, Third Half, Indiana University, September, 2015.

“Can a Black woman be sex-positive? Examining audience responses to popular female artists’ music videos”, KUNZ Research Center for Family and Gender, University of Cincinnati, February, 2014

“Hip-Hop, Health and Girl Power” Health and Hip-Hop Summit, University of Cincinnati, April 2013

“Racialized Entertainment in a “Post-Racial” World.” Department of Africana Studies Research Colloquium, University of Cincinnati, April 2013

“Identity is the message: Entertainment, the Self and Others.” Department of Communication Research Colloquium, University of Cincinnati, October 2011

Center for Race, Gender and Social Justice’s discussion of Paul Butler’s *Let’s Get Free: A Hip-Hop Theory of Justice*. College of Law, University of Cincinnati, October 2011

“The Dave Chappelle Effect: Humor, Race, and Reception” Department of Sociology Research Colloquium, University of Cincinnati, April 2011

TEACHING

Instructor

- COMM5026, “Indian Film and Identity”, Department of Communication, University of Cincinnati
- COMM 7007, “Advanced Communication Theory”, Department of Communication, MA Program, University of Cincinnati
- COMM 7006, Seminar in Media Analysis: Psychology of Entertainment, Department of Communication, MA Program, University of Cincinnati
- COMM 2025, Introduction to Media Literacy, Department of Communication, University of Cincinnati
- COMM 2026, Introduction to Mass Communication, University of Cincinnati (Winter 2010 to current)
- COMM/AFST 4048, Media & Culture [Media and Identity], Department of Communication/ Africana Studies, University of Cincinnati (Winter 2010-current)
- COMM 420, Research in Ad/PR, College of Communications Penn State University (Spring 2009)
- COMM 413, Media & the Public, College of Communications Penn State University (Fall 2008, Spring 2009)
- COMM 100, Mass Media & Society, College of Communications, Penn State University (Spring 2007, Fall 2007, Spring 2008)
- Research Writing, English Teacher, Upward Bound Math and Science, Penn State University (Summer 2005, Summer 2006)

Invited/Guest Lectures

- SOC 322: Undergraduate Research Methods II, “Experimental Methods” (Winter 2012).
- CJ 290: Criminal Justice in Film, “An Introduction to Media Effects” (Autumn 2011)
- COMM 437: Digital Media, “Race and Media”, University of Cincinnati (Autumn 2010).
- ANTH 103: Introduction to Anthropology, “Mediated Identities” University of Cincinnati (Spring 2010).
- COMM 411: Cultural Aspects of Mass Media, “Race and Media,” College of Communications, Penn State University (Spring 2009).
- COMM 100: Introduction Mass Communication, “Media and Globalization,” University of Texas Corpus Christi (Winter 2009).
- AAS/WMNST/SOC 103: Racism & Sexism, “Race and Media”, Penn State University (Autumn 2008).
- COMM 235: Introduction to Advertising and PR, “Implications of New Media,” Fayetteville State University (Spring 2008).

SERVICE

Service to the Department

- Interim Graduate Director (2021-2022)
- Interim Graduate Director (Spring 2016)
- Graduate Admission Committee, (2014-present)
- Research Chair, Research committee (2012-2013)
- Search Committee, Public Relations, (2011-2012)
- Search Committee, Health/Environment Communication (2011-2012)
- Member, Graduate Studies Recruitment Committee, ongoing
- Member, Mediated Communication Curriculum Group, ongoing
 - Developed new UC Course: Media Literacy
- Search Committee, Communication and Communication and Emerging Technologies (2009-2010)

Theses Committees

- *Advisor*, Examining Male/Female Romantic Relationships on Love and Hip-Hop, Olivia Harrison, MA Student (Communication), In Progress
- *Member*, The Spy Who Harmed Me: An Examination of Female Violence in *La Femme Nikita*, *Alias*, and *Nikita*, Morgan Clapp, MA Student (Women Gender Sexuality Studies), Completed
- *Member*, Using Situational Crisis Communication Theory to Interrogate a Primarily White institutions' response to a Campus Racial Crisis", Branden Elmore, MA Student (Communication), Completed
- *Advisor*, Parasocial Relationships: An Opportunity for People with Down Syndrome to Offset Loneliness and Isolation, Stephanie Whitenack, MA Student (Communication), Completed
- *Member*, Representations of Black Sexuality in Sci-Fi Television, Mia Lawrie, MA Student (Women, Gender, Sexuality), Completed
- *Member*, Playing Yourself (s): An analysis of Identity Management on Social Networking Sites, Amber Lewis MA student (Communication), Completed
- *Member*, Black Feminism and Beyonce, Danisha Romine MA student (Communication), Completed
- *Member*, Designing Communication, Rachel Stuckey, MA student (Design, Architecture, Art, and Planning). Completed
- *Member*, The Impact of Racial and Ethnic Humor on Racial Discourse, Aaryn Green, MA Student (Sociology). Completed
- *Member*, A New Theory About the Brontosaurus: Humor as Absurdity and the Violation of Expectations in *Monty Python's Flying Circus*, Leah Kaplan, MA Student (Communication). Completed

Praxes Committees

- *Member*, Communicating Study Abroad to Millennial's: Elaboration Likelihood Model and Persuasion, Olivia McCartney, MA
- *Advisor*, Understanding Millennial's as a Target Market, Janeen Foriest MA student (Communication), Complete
- *Member*, Organizations and Social Media, Jessica Willard MA student (Communication), Completed

Service to the University

- School of Communication, Film, and Media Studies Committee (2016-2021)
- University Research Council (Spring 2013—present)
 - Graduate Student Fellowship Application Reviewer
- Center for Race, Gender and Social Justice, Social Justice Feminism Conference, (Fall 2012)
 - Moderator for panel "Feminist Documentary"
- McNair Scholar Program (Spring, 2010—present)
 - Panel Discussion Graduate School Personal Statements
 - Facilitated workshop "Recommendation Letters"
- Putting Retention first in Zest for Excellence (PR1ZE Mentorship Program (Fall, 2010—present)
 - Meet with and counsel 1-2 students

Service to the Field

Professional Organization Conferences

National Communication Association

- Mass Communication Division, Nominating Committee
- Legislative Assembly

Association for Education in Journalism and Mass Communication

- Minorities and Communication, Teaching Standard Chai

Editorial Board Member

The Journal of Media Psychology

Psychology of Popular Media

Journal of Global Diaspora and Media

Manuscript Reviewer for Journals

Media Psychology

Journal of Computer-Mediated Communication

Visual Communication

Journal of Broadcast and Electronic Media

Communication, Culture & Critique

Howard Journal of Communication

Communication Theory

Manuscript Reviewer for Professional Organizations

Association for Education in Journalism and Mass Communication

- Entertainment Studies Division

International Communication Association

- Ethnicity and Race in Communication Division
- Communication and Technology Division
- Mass Communication Division

National Communication Association

- Mass Communication Division

Respondent Role

- Scholarship on the Effects of Narrative in Media (2013, November). Annual conference of National Communication Association, Washington, D.C.
- Connecting the Dots: African American Women Surviving and Thriving at Predominately White Institutions of Higher Education. (2013, November). Annual conference of National Communication Association, Washington, D.C.
- Creating Space for the Voice of the Other: An Exploration of Non-Dominant (Subordinate/ Minority) Christian Perspectives in Contemporary Society (2011, November) Annual conference of National Communication Association, New Orleans, LA.
- Experimental Investigations in Media Effects (2009, November). Annual conference of the National Communication Association, Chicago, IL.

List of References

1. Osei Appiah, Professor, Ohio State University, appiah.2@osu.edu
2. David Oh, Professor, Ramapo College, doh@ramapo.edu
3. Charisse L'Pree Corsbie-Massay, Associate Professor, Syracuse University, clcorsbi@syr.edu