

ISSN: 1115 – 621X



AKUNGBA COMMUNICATION AND MEDIA JOURNAL

Volume 2, Number II, September 2025

ACMJ—A BLIND PEER-REVIEWED JOURNAL PUBLICATION OF THE DEPARTMENT OF MASS COMMUNICATION, ADEKUNLE AJASIN UNIVERSITY, AKUNGBA-AKOKO, ONDO STATE, NIGERIA

EDITORIAL BOARD

Editorial Board Chairman

Prof. Ezekiel S. ASEMAH

Editor-In-Chief

Dr Christiana Shade ADE-JOHNSON

Managing Editor

Dr Toyin ADINLEWA

Secretary

Mrs. Tolulope Ayobami AJAYI-AYODELE

Production/ Circulation Manager

Mr. Adebawale IKUSEWO-AKINBAMI

Members

Dr John Ayodele OYEWOLE

Dr Raphael Olugbenga ABIMBOLA

Dr Ishola Kamarudeen LAMIDI

Mr. Emmanuel Olurotimi OLUBODEDE

Mr. Oluwadare Oladipo OGUNTOMISIN

EDITORIAL CONSULTANTS

1. Prof. Marcel OKHAKHU, *Department of Mass Communication, University of Benin, Benin, Nigeria*
2. Prof. Kolade AJILORE, *Department of Mass Communication, Babcock University, Ilisan-Remo, Ogun State, Nigeria*
3. Prof. Tokunbo ADAJA, *Department of Mass Communication, Joseph Ayo Babalola University (JABU), Ikeji-Arakeji, Osun State, Nigeria*
4. Prof. Chika E. ASOGWA, *Department of Mass Communication, Federal University, Oye-Ekiti, Ekiti State, Nigeria*
5. Prof. Bolanle OGUNBAMILA, *Department of Psychology, Adekunle Ajasin University, Akungba-Akoko, Ondo State, Nigeria*
6. Prof. Innocent OKOYE, *Department of Media and Communication Studies, Afe Babalola University, Ado-Ekiti, Ekiti State, Nigeria*
7. Prof Sola OWONIBI, *Department of Literature, University of Florida, United State of America*
8. Dr. Daniel. O. EKHAREAFO, *Associate Professor, Department of Mass Communication, University of Benin, Benin, Nigeria*
9. Dr Felix Olajide TALABI, *Associate Professor, Department of Mass Communication, Redeemer's University, Ede, Osun State, Nigeria*
10. Dr Krishnan UMACHANDRAN, *MD & Industry 4.0 Head, Anna University, India*

ABOUT THE JOURNAL

The *Akungba Communication and Media Journal* is a peer-reviewed publication managed by the Department of Mass Communication at Adekunle Ajasin University, Akungba-Akoko, Ondo State, Nigeria. It is published biannually and accepts submissions from both local and international scholars. The journal covers a broad spectrum of communication disciplines, including corporate, organisational, political, interpersonal, family, and global communication, as well as advertising, public relations, film production, development communication, media law and ethics, conflict reporting, new media, and digital publishing. Its primary objective is to advance knowledge in communication and media studies. The journal is available in both print and electronic formats, with the electronic version to be accessible upon completion of the website. Authors will receive a complimentary copy of the volume featuring their work.

Guidelines for Submission of Articles

- i. The paper's cover page should clearly display the title, author's name(s), institution(s), email address(es), and phone number(s).
- ii. An abstract of no more than 260 words must accompany the paper, succinctly summarising the essence of the work.
- iii. The body of the text should be formatted in Times New Roman, 12pt font, and double-spaced, except for the abstract and tables, which should use single-line spacing.
- iv. The length of the manuscript should not exceed 18 pages.
- v. References should strictly follow the citation style outlined in the call for papers.

Submission

Manuscripts should be submitted electronically as a Microsoft Word document through the journal website—[www.https://acmjaaua.org/](https://acmjaaua.org/). The journal accepts and reviews articles year-round. All submissions undergo a blind peer-review process to ensure both accuracy and relevance. Based on the reviewers' feedback, manuscripts may be returned to the authors for revision before final acceptance or rejection.

CONTENTS

Tanzania's Cybercrimes Act: A Stakeholder Analysis of its Impact on Freedom of Expression Tabu Manyama	1-17
Understanding Gender Stereotypes and Their Tenacity: Implications for the Portrayal of Gender Roles in Advertising ¹Raymond Monday Goshit; ²Prof. Victor Ayedun-Aluma 18-27	18-27
Legal and Regulatory Challenges of Automated Content Distribution in Public Relations in Nigeria Akinwande, Rita Olubunmi	28-38
Technological Determinism, Social Media and Voter Engagement in the 2023 Governorship Election in Lagos State Richard Adeyinka Emmanuel	38-47
A Critique of Selected Studies of Women's Portrayal in Politics by Nigerian Media ¹Raphael Olugbenga Abimbola, PhD & ²Damilola Rebecca Origbemisuyi	48-57
Promotion of Agricultural Practices in Nigeria Through Advertising and Agroecology Emmanuel Olurotimi Olubodede	58-67