



Prof. Dr. Abdalla Uba Adamu (auadamu@yahoo.com)

Prof. Dr. Abdalla Uba Adamu (dob 24.04.56, PhD Sussex, UK, 1988) is professor of Science Education and Curriculum Studies (Department of Science and Technology Education), and Media and Cultural Communication (Department of Mass Communications) in Bayero University, Kano, Nigeria.

His main 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) 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 most recent book is *Passage from India: Transnational Media Flows and African Cinema: The Video Film in Northern Nigeria* (Ohio University Press, forthcoming). His other recent publications include *The muse's journey: transcultural translators and the domestication of Hindi music in Hausa popular culture* (Journal of African Cultural Studies, London, June 2010) and chapters in *Nollywood and Beyond: The Transnational Dimensions of an African Cinema* (ed. Mathias Krings and Onookome Okome, Indiana 2012), *Transporting Oral Literatures Between Media, Cultures and Languages* (ed. Joe McIntyre and Mechthild Rey, Cologne, 2011), *Viewing African Cinema in the Twenty-First Century: FESCAPO Art Films and the Nollywood Video Revolution*, (ed. Mahir Saul and Ralph A. Austen, Ohio, 2010), *Popular Media, Democracy and Development in Africa* (ed. Herman Wasserman, 2010, London), *Media and Identity in Africa* (ed. Kimani Njogu and John Middleton, 2009, London), *Global Soundtracks: Worlds of Film Music* (ed. Mark Slobin 2008, Connecticut) and *Beyond the Language Issue – The Production, Mediation and Reception of Creative Writing in African Languages* (ed. Anja Oed, 2008, Cologne).

In Nigeria he has published *Transglobal Media Flows and Hausa Popular Culture*. (Kano: Visually Ethnographic Productions, 2007). He has served as a judge on seven film awards in Nigeria.

Over the years he presented special invited guest lectures on Muslim Hausa popular culture at the University of Florida at Gainesville (2010), University of Basel, Switzerland (2009), Barnard College, Columbia University (2007), Hamburg University (2008), School of Oriental and African Studies, London (2007) and the University of Cologne (2004).

He is the country partner for Volkswagen Foundation research initiative Passages of Culture (2008-2013), which shares knowledge and research findings in popular culture between African (Bayero University, Kano, Nigeria; University of Cameroon, Yaoundé; and University of Wits, South Africa), German (University of Freiburg) and Swedish (University of Basel) universities and scholars.

He is also a filmmaker with his own production company, Visually Ethnographic Productions (Kano, Nigeria), whose most recent film is *Equestrian Elegance: The Hawan Sallah Pageantry of Kano Emirate* (2009) which records the Sallah durbar pageantry of Kano. He's currently shooting another documentary, *Al-Hausawi Al-Hindawi– The Hausa Indian* (a film about a young Hausa who hosts his own radio program in Hindi language in Kano). The film will be premiered at the University of Warsaw, Poland, in April 2012.