Dr Hauwa Bashir Muhammad

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English (native) · Turkish (working)

Communication researcher and practitioner with a PhD in Communication and Media Studies (Cyprus International University, 2026) and five years at the university's International Office, working across research, teaching, international student support and campus communication.

- Co-founded the CIU Women Empowerment Centre with Prof. Dr. Majid Hashemipour, supporting 30+ international female students a year; keeps an alumni network of former members in ten countries.
- Proposed the centre's scholarship selection system, through which 45+ young Afghan women and 25+ women in STEM enrolled at CIU.
- First-author article in the *African Journal of Reproductive Health* (2026); a second article under review at *African Journalism Studies*. TEDxCIU speaker (2024).
- Designed and teaches a seven-day online course in prompt engineering and generative AI for cohorts of professionals.

EXPERIENCE

Co-Founder and Coordinator, CIU Women Empowerment Centre 2020 – 2025
International Office, Cyprus International University, Nicosia

- Proposed the centre because the university had no support aimed at international female students, and set it up in 2020 with Prof. Dr. Majid Hashemipour, then Senior Advisor to the Board of Trustees. Coordinated it with a student team and university backing, serving 30+ international female students a year.
- Proposed the centre's scholarship selection system: academic grades, a motivation letter, an interview and financial need, weighted towards women from countries with few opportunities. After the Taliban took over Afghanistan in 2021, the system let CIU enrol 45+ young Afghan women between late 2021 and 2022; many have since graduated. Through the same scholarships, 25+ women, mostly from developing countries, joined STEM programmes.
- Led the centre's campaign for the 16 Days of Activism against Gender-Based Violence (2022) with VOIS Cyprus, under the UN theme "UNiTE!": a silent walk of 500+ students, a seminar, a mixed-gender football match, an Instagram series ending on Human Rights Day, and a QR-linked guide on preventing and responding to violence. All materials were published in English and Turkish.
- Brought outside partners and experts into the centre's work: organised Women in Technology and career seminars in Kano and Abuja (2023) with guest speakers from technology and business, worked with Lady Mechanic, a women mechanics' workshop, and invited doctors and specialists to run sessions on health and wellbeing.
- Wrote all six issues of the centre's newsletter (2023–2024), keeping members, partners and the university informed, and ran the email campaigns and follow-ups for each event.
- Ran campaigns on menstrual health, breast cancer awareness, International Women's Day and cultural diversity, and held mentorship sessions every semester. Grouped members into small research teams on issues affecting women and had each present its findings.
- Travelled to Nigeria for the International Office, visiting schools and partners in Kano, Kaduna, Lagos and Abuja. Keep an alumni network of former members in Egypt, Morocco, Ethiopia, Tanzania, Sierra Leone, Chad, DR Congo, Comoros, Saudi Arabia and Jordan.

Co-Founder and Lead Facilitator, AiGu Skills Acquisition Hub 2024 – present
Abuja, Nigeria (online)

- Built a 7-day course in prompt engineering, generative AI applications and AI ethics, with its own curriculum and assessment; taught cohorts of 10 professionals from different industries, putting technical AI ideas into plain language.

Founder, Graduate Student Support Group 2024
Cyprus International University

- A peer group of 10–15 graduate students meeting monthly for networking, mentorship, peer support and joint research.

Organiser, Women in Pursuit of Knowledge 2020
Online, northern Nigeria

- Planned as an in-person seminar for women in northern Nigeria; moved it online when COVID-19 struck and reached 100+ women in their homes.

Reporter, Tozali Magazine 2019
Abuja, Nigeria

- Monthly human-interest and social affairs pieces built on interviews with experts and community members.

Campaign team member, maternal health campaign (MSc project) 2018
Villages between Kaduna and Abuja, Nigeria

- With coursemates, ran a community campaign against maternal deaths using storytelling, awareness activities and public relations.

EDUCATION

PhD, Communication and Media Studies (Health Communication) 2019 – 2026
Cyprus International University, Nicosia

Thesis: "Representation of COVID-19 in Nigerian Newspapers: Official Sources, Message Tone and the Health Communication Gap (2020–2021)". Content analysis of 467 articles from five national dailies in SPSS: official sources led 88.2% of articles, and ordinary people were written about far more often than they were heard.

MSc, Strategic Communication (Public Relations) 2017 – 2019
Ahmadu Bello University, Zaria

BSc, Mass Communication (Development Communication) 2010 – 2014
Ahmadu Bello University, Zaria

PUBLICATIONS AND TALKS

Bashir, H. M., & Çiftçi, D. (2026). Impact of COVID-19 on female reproductive health and communication post-pandemic: A scoping review. *African Journal of Reproductive Health*, 30(8), 102–118. doi:10.29063/ajrh2026/v30i8.10

Bashir, H. M., Çiftçi, D., & Taşeli, B. "A Public Sphere Built Without a Public: Source Hierarchy and Citizen Exclusion in Nigerian Press Coverage of COVID-19." Under review at *African Journalism Studies*.

Bashir, H. M. "Ready for Which Newsroom? Human-Centred AI, Unequal Newsroom Infrastructures and Graduate Readiness in Journalism Education." Under revision for *Media Practice and Education*.

- "Awareness is up, but the violence is the same: why GBV isn't falling." Keynote, 16 Days of Activism, Cyprus International University, 25 November 2026.
- AWiM25 pre-conference programme, African Women in Media (online), July 2025. Selected through my Ignite talk proposal, "Bringing Feminists' Underrepresented Voices to Light." Worked in a small group on set problems about using media to tackle gender-based violence against women, presented our solutions to the full cohort, was assessed on them and received further training.
- "AI in Journalism Education." Workshop I designed and led for final-year journalism students, 4 June 2025: AI tools for reporting, ethical literacy, and readiness for AI-powered newsrooms, with hands-on practice.
- "Beyond Automation: Integrating AI in Journalism Education." PhD Series Seminar, Center for Applied Research in Business, Economics, and Technology (CARBET), Cyprus International University, 16 May 2025.
- "Unlocking Empowerment: Rewriting the Foundation for All." Speaker, TEDxCIU "The Spark," 17 May 2024.
- "Understanding Intersectionality and Gender: Moving Towards Equity and Inclusiveness." Workshop paper, Centre for Cyprus and Mediterranean Studies, 6 April 2023.

SKILLS

Coordination: campaigns and events from planning to follow-up, partner and speaker engagement, mentorship programmes, working across nationalities and languages.

Writing and communication: newsletters, campaign and advocacy materials, press releases, social media series; radio, TV and TEDxCIU appearances.

Research: content analysis and SPSS, scoping reviews (PRISMA-ScR), turning findings into clear recommendations.

Digital tools: Instagram content and Reels, Canva, Adobe Express; advanced Excel and PowerPoint (completed course), Word; generative AI tools.

TRAINING

AI for Social Impact, Asian Development Bank Institute (ADBI), December 2025 · Solutions-Focused Gender Equity Reporting, Solutions Journalism Network, June 2025 · AI for Academic Writing, Paperpal, August 2025