

## **BIOGRAPHY OF ANDREW ALI IBBI**

Andrew Ali Ibbi is a faculty member in the faculty of Social and Management Sciences, Department of Mass Communication in Elizade University Ilara-Mokin, Ondo State, Nigeria. He is a journalist, an editor and an academic. Having received training in radio, film and television production from the BBC Voices Project, Nigeria Television Authority Television College and the Nigerian Film College, he brings to the classroom his experience on the field and in the classroom. His areas of research interest are in film, community broadcasting, journalism and ethics, tourism and the media and new media. His interest in the Nigerian film industry, popularly known as Nollywood has influenced his research interest in the movies produced in Nigeria. He is currently working on the role of film in exposing tourists potentials in Nigeria. He believes in cross fertilization of ideas and loves to network with other researchers all around the world.