

Personal details

Mesfin Awoke Bekalu (PhD),
Research Associate
Leuven School for Mass Communication Research,
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Degree(s)

- **Doctor of Philosophy (PhD)** in Social Sciences (Specialization: Communication sciences) University of Leuven (KU Leuven), Belgium, Sept. 2014
- **Postgraduate Diploma** in Teaching Methodologies at higher learning institutions, Bahir Dar University, Ethiopia, June 2008.
- **Master of Philosophy (MPhil)** in English Language and Linguistics (focus on Media Discourse) with a weighted average grade of "A", Norwegian University of Science and Technology, Norway, June 2005.
- **Master of Arts (MA)** in TEFL with Cumulative GPA 3.88 on a 4.0 point scale, Addis Ababa University, Ethiopia, June 2002.
- **Bachelor of Education (B.Ed.)** in English Language and Literature with Cumulative GPA 3.49 (Distinction) on a 4.0 point scale, Kotebe College of Teacher Education, Ethiopia, June 1997.

Posts held (Academic)

- **Research Associate**, KU Leuven, School for Mass Communication Research, Sept. 2014 – Present.
- **Visiting Scholar**, Harvard School of Public Health, Boston, USA, Oct. 2013 – April, 2014.
- **Research Assistant**, KU Leuven, School for Mass Communication Research, Sept. 2009 – Aug. 2014.
- **Assistant Professor**, Bahir Dar University, Department of Journalism and Communications, Jan. 2008 – Aug. 2009.
- **Lecturer**, Bahir Dar University, Department of Journalism and Communications, Sept. 2005 – Dec. 2007.
- **Lecturer**, Bahir Dar University, Department of English, Sept. 2002 – Aug. 2005.
- **Assistant Lecturer**, Bahir Dar University, Department of English, Sept. 2000 – Aug. 2002.

Posts held (Managerial)

- **Head**, Bahir Dar University, Department of Journalism and Communications, Sept. 2005 – Feb. 2008.
- **Member of the Standing Committee for Research and Publication**, Bahir Dar University, Faculty of Education, Sept. 2005 – June 2008.
- **Language editor of Research Bulletin**, Bahir Dar University, Faculty of Education, Sept. 2005 – June 2008.
- **Coordinator of Distance Education**, Bahir Dar University, Department of Journalism and Communications, Sept. 2005 – June 2008.
- **Freshman Coordinator**, Bahir Dar University, Department of English, Sept. 1998 – June 2000.

Publications

Articles:

- Bekalu, M., Eggermont, S. (2014). The role of communication inequality in mediating the impacts of socioecological and socioeconomic disparities on HIV/AIDS knowledge and risk perception. *International Journal for Equity in Health*, 13:16 (doi:10.1186/1475-9276-13-16), 1-21.
- Bekalu, M., Eggermont, S. (2014). The relative persuasiveness of gain- vs. loss-framed HIV testing message: Evidence from a field experiment in Northwest Ethiopia. *Journal of Health Communication*, DOI:10.1080/10810730.2013.837557, 1-17.
- Bekalu, M., Eggermont, S. (2014). Exposure to HIV/AIDS-related media content and HIV testing intention: applying the Integrative Model of Behavioral Prediction. *Mass Communication & Society*, DOI: 10.1080/15205436.2013.878362.
- Bekalu, M., Eggermont, S., Ramanadhan, S., Viswanath, K. (2014). Effect of Media Use on HIV-related Stigma in Sub-Saharan Africa: A Cross-Sectional Study. *PLoS One*, 9 (6), 1-9.
- Bekalu, M. (2014). Communication inequalities and health disparities. *Information Development*, 30 (2), 189-191.
- Bekalu, M., Eggermont, S. (2014). Aligning HIV/AIDS communication with the oral tradition of Africans: A theory-based content analysis of songs' potential in prevention efforts. *Health Communication*, DOI: 10.1080/10410236.2013.867004.
- Bekalu, M., Eggermont, S. (2013). The magnitude of HIV/AIDS problem vis-à-vis the number and nature of studies on mass media prevention efforts across the globe: A descriptive review. *Online Journal of Communication and Media Technologies*, 3 (1), 205-239.
- Bekalu, M., Eggermont, S. (2013). Media use and HIV/AIDS knowledge: A knowledge gap perspective. *Health Promotion International* (Epub ahead of print), 1-8.
- Bekalu, M., Eggermont, S. (2013). HIV/AIDS-related information needs of urban and rural residents of northwest Ethiopia: Alerting the rural populace and meeting the progressive needs of the urban populace. *Information Development*, 29 (4), 323-332.
- Bekalu, M., Eggermont, S. (2013). Determinants of HIV/AIDS-related information needs and media use: Beyond individual-level factors. *Health communication*, 28 (6), 624-36.
- Bekalu, M. (2012). Communicating Ideologies: An Examination of Web Definitional Examples. *Online Journal of Communication and Media Technologies*, 2 (1), 47-65.
- Bekalu, M., Eggermont, S. (2012). Advancing HIV/AIDS combination prevention through mass media: a review of practices in Sub-Saharan Africa. *Information Development*, 28 (3), 189-198.
- Bekalu, M. (2006). Presupposition in news discourse. *Discourse & Society*, 17 (2), 147-172.

Reviews:

- Bekalu, M. (2014). Health Communication and Mass Media: An Integrated Approach to Policy and Practice, by Rukhsana Ahmed and Benjamin R. Bates. *Health Communication*. DOI: [10.1080/10410236.2014.944333](https://doi.org/10.1080/10410236.2014.944333)

Papers presented in international scientific conferences

- Bekalu, M., Viswanath, K., Minsky, S., Dubowicz, A. (2014). The impact of smoking experience and interpersonal communication on the beliefs of lung cancer risks within a low socio-economic sample. Annual Harvard University Junior Investigators' Health Disparities Research Poster Session. Boston, MA, USA, 8 May 2014.
- Bekalu, M., Eggermont, S. (2014). A theory-based assessment of the link between exposure to HIV/AIDS-related media content and HIV testing intention. International AIDS Conference (AIDS 2014). Melbourne, Australia, 20-25 July 2014.
- Bekalu, M., Eggermont, S. (2012). Urban-rural comparative findings on HIV/AIDS-related behaviours and behavioural determinants among Sub-Saharan Africans: a descriptive review and synthesis of the evidence so far. International AIDS Conference (AIDS 2012). Washington, D.C., USA, 22-27 July 2012.
- Vandenbosch, L., Bekalu, M., Beyens, I., Eggermont, S. (2012). The influence of peers on adolescents' television viewing behavior: Conformity to close peers' television preferences. International Communication Association. Phoenix, USA, 24-28 May 2012.
- Bekalu, M., Eggermont, S. (2012). Framing HIV testing messages for urban and rural audiences: evidence from field experiment in Northwest Ethiopia. International AIDS Conference (AIDS 2012). Washington, D.C., USA, 22-27 July 2012.