



**NATIONAL BOARD FOR TECHNICAL EDUCATION, KADUNA**

**NATIONAL AND HIGHER NATIONAL DIPLOMA (ND & HND)  
IN  
MASS COMMUNICATION**

**CURRICULUM AND COURSE SPECIFICATIONS**

*November, 2014*

PLOT 'B' BIDA ROAD, P. M. B. 2239, KADUNA – NIGERIA

# NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION

## **GENERAL INFORMATION**

### **1.0 GOAL AND OBJECTIVES**

#### **PROGRAMME GOAL:**

The National Diploma (ND) in Mass Communication is meant to give the students technological education and professional skills necessary for employment and job creation in various areas of mass communication industry, such as newspapers, magazines, radio, television, film/video, new media, public relations, advertising, news agency, government and corporate information services.

#### **PROGRAMME OBJECTIVES**

On completion of this course, the diplomats will be able to carry out the following functions:

- a) Gather, investigate and report news for the print, broadcast and online media
- b) select, edit and prepare for publication, news items, features, photographic graphics and multimedia materials and results of investigations for print and
- c) Produce, present and direct programmes for the electronic media
- d) Produce, present, and direct programmes
- e) Plan, prepare and produce materials for public relations and advertising purposes.
- f) Know various outlets/contacts for commercial utilization of feature and magazine articles
- g) Identify outlets for publishing of features and magazine articles.
- h) Know how to negotiate terms for publishing articles.
- i) Understand rights of the article author.

## **MINIMUM ENTRY REQUIREMENTS**

The academic requirements for admission into the programme are:

Five (5) G.C.E. (0 level) , WASC,NECO or NABTEB subjects passed at not more than two sittings. The subjects must be passed at Credit level and should include English Language, Literature in English, and any two others Mathematics is also required.

## **PROJECT**

Every ND student is required to complete successfully on original practical project in any area of Mass Communication during his/her final year on the programme in order to qualify for the award of the diploma.

### **2.1 CURRICULUM**

The curriculum consists of four main components. These are:

- i. General Studies
- ii. Foundation Courses
- iii. Professional Courses
- iv. Supervised Industrial Work Experience Scheme (SIWES)

The General Studies component shall include courses in:- Arts and Humanities: English Language, indigenous language and foreign language History.

Social Sciences; Citizenship (the Nigerian constitution), Political Science, Sociology, Philosophy and Geography Citizenship, Education and Entrepreneurship, are compulsory.

- 2.3 The general Studies component shall account for not more than 10-15% of total contact hours for the programme.
- 2.4 Foundation courses include courses in English, Languages, Basic Computer Applications. The number of hours will account for about 10-15% of the total contact hours.
- 2.5 Professional Courses are the core Mass communication Courses which give the student the theory and practical skills needed to practice in Mass Communication. These may account for between 60-70% of the contact hours.
- 2.6 Students Industrial Work Experience Scheme(SIWES) shall be taken during the long vacation following the end of the second semester of the first year.

### **3.0 CURRICULUM STRUCTURE**

#### **3.1 ND PROGRAMME**

The structure of the ND programme consists of four semesters of classroom, Laboratory and Studio activities in the institution and a semester (3 – 4 months) of Supervised Industrial Work Experience Scheme (SIWES), Each semester shall be of 17 weeks duration made

up as follows: 15 contact weeks of teaching, i.e. Lecture, Recitation and Practical Exercise tests, quizzes, etc and 2 weeks for examination and registration. SIWES shall take place at the end of the second semester of the first year.

#### **4.0 ACCREDITATION**

The National Diploma (ND) in Mass Communication shall be accredited by NBTE before the diplomates can be awarded the diploma certificate. Details about the process of accrediting a programme for the award of the ND are available from the Executive Secretary, Programme Department, NBTE Plot 'B', Bida Road, P.M.B. 2239, Kaduna, Nigeria.

#### **5.0 CONDITIONS FOR THE AWARD OF THE DIPLOMA**

Institutions offering accredited programmes should award the National Diploma/ Higher National Diploma to candidates who have successfully completed the programme after passing prescribed course work, examinations, diploma project and the supervised industrial work experience. Such candidates should have completed a minimum of between 72 and 80 semester credit units.

The Diplomas shall be classified as follows:

Distinction - GPA of 3.50 and above  
Upper Credit – GPA of 3.00 – 3.49  
Lower Credit – GPA of 2.50 – 2.99  
Pass - GPA of 2.00 – 2.49  
Fail - GPA of below 2.00

#### **6.0 GUIDANCE NOTES FOR TEACHERS TEACHING THE PROGRAMME**

- 6.1 The new curriculum is drawn in course units. This is in keeping with the provisions of the National Policy on Education which stresses the introduction of the semester credit units, which will enable a student who so wishes to transfer the units already completed in an institution to another of similar standard .
- 6.2 In designing the unit, the principle of the modular system by product has been adopted thus making each of the professional modules, when completed, provide the student with technical operative skills, which can be used for job creation and employment purposes.
- 6.3 As the success of the credit unit system depends on the articulation of programmes between the institutions and industry, the curriculum Content has been written in behavioral objectives, so that the expected performance of the student who successfully completed the courses of the programme is clear to it. There is a slight departure in the presentation of the performance based curriculum which requires the conditions under which the performances are expected to be carried out and the criteria for the acceptable levels of performance to be stated. It is a deliberate attempt to get the staff of the department teaching the programme to write their own curriculum stating the conditions existing in their institution under which the performance can take place and to follow that with the criteria for determining an acceptable level of performance. The Academic Board of the institution may vet departmental submission on the final curriculum. The

aim is to continue to see to it that a solid internal evaluation system exists in each institution for ensuring minimum standards and quality of education in the programmes offered throughout the polytechnic system.

6.4 The teaching of the theory and practical work should, as much as possible, be integrated. Practical exercises, especially those in professional courses and studio work should not be taught in isolation from the theory. For each course, there should be a balance of theory to practice in the ratio of 50:50 or 60:40 or the reverse.

#### 7.0 GUIDELINES ON SIWES PROGRAMME

7.1 For the smooth operation of the SIWES the following guidelines shall apply.

- a. Institution offering the ND programme shall arrange to place the students in industry. By April 30 of each year, six copies of the master list showing where each student has been placed shall be submitted to the Executive Secretary, NBTE, who shall, in turn authenticate the list and forward it to the Industrial Training Fund, Jos.
- b. The Placement Officer should discuss and agree with industry on the following
  - i. A task inventory of what the student is expected to experience during the period of attachment. It may be wise to adopt the one already approved for each field by the industry based supervisor.
  - ii. The evaluation of the student by the industry based supervisor and the institution-based supervisor.  
The final grading of the student during the period of attachment should be weighted more on the evaluation by industry-based supervisor.

#### 7.2 Evaluation of Students during the SIWES

In the evaluation of the student, cognizance should be taken of the following items:

- i. Punctuality
- ii. Attendance
- iii. General Attitude to Work
- iv. Respect for authority
- v. Interest in the field/technical area
- vi. Technical competence as a potential technician in his field.
- vii. Team work

#### 7.3 Grading of SIWES

To ensure uniformity of grading scales, the institution should ensure that the uniform grading of students work which has been agreed to by all polytechnics is adopted.

#### 7.4 The Institution Based Supervisor

The institution-based supervisor should initial the log book during each visit. This will enable him to check and determine to what extent the objectives of the scheme are being met and to assist students having any problems regarding the specific assignments given to them by their industry-based supervisor.

#### 7.5 **Frequency of Visit**

Institution should ensure that students placed on attachment are visited within one month of their placement. Other visits shall be arranged so that:

1. there is another visit six weeks after the first visits; and
2. final visit in the last month of the attachment

#### 7.6 **Stipend for Students in SIWES**

The rate of stipend payable shall be determined from time to time by the Federal Government after due consultation with the Federal Ministry of Education, the Industrial Training Fund and the National Board for Technical Education (NBTE).

#### 7.7 **SIWES as a Component of the Curriculum**

The completion of SIWES is important in the final determination of whether the student is successful in the programme or not. Failure in the SIWES is an indication that the student has not shown sufficient interest in the field or has no potential to become a skilled technician in field. The SIWES should be graded on a fail or pass basis. Where a student has satisfied all other requirements but failed SIWES he may only be allowed to repeat another four months SIWES at his/her own expense.

National Board for Technical Education  
Kaduna. 6<sup>th</sup> June, 2014

## ND MASS COMMUNICATION: CURRICULUM TABLES

viii.

### 1<sup>ST</sup> SEMESTER ND1

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C U</b>	<b>CH</b>
GNS 111	CITIZENSHIP EDUCATION	2	-	-	2	2
GNS 101	USE OF ENGLISH	2	-	-	2	2
MAC 111	ENGLISH FOR MASS COMMUNICATION I	2	-	-	2	2
MAC 112	FOREIGN LANGUAGE	2	-	-	2	2
MAC 113	BASIC COMPUTER APPLICATION FOR MASS MEDIA 1	2	-	1	3	3
MAC 114	INTRODUCTION TO MASS COMMUNICATION	3	-	-	3	3
MAC 115	INTRODUCTION TO NEWS REPORTING & WRITING	2	-	2	3	3
MAC 116	INDIGENOUS LANGUAGE	2	-	-	2	2
MAC 117	INTRODUCTION TO BROADCASTING	2	-	-	2	2
MKT 111	FUNDAMENTALS OF MARKETING	2	-	-	2	2
<b>TOTAL</b>		21	-	3	23	23



2<sup>ND</sup> SEMESTER ND1

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CU</b>	<b>CH</b>
GNS 102	COMMUNICATION IN ENGLISH I	2	-	-	2	2
GNS 121	CITIZENSHIP EDUCATION	2	-	-	2	2
MAC 121	ENGLISH FOR MASS MEDIA 11	2	-	-	2	2
MAC 122	FOREIGN LANGUAGE	2	-	-	2	2
MAC 123	BASIC COMPUTER APPLICATION FOR MASS MEDIA 11	1	-	2	3	3
MAC 124	COMPUTER GRAPHICS FOR MASS MEDIA	2	-	1	3	3
MAC 125	INTERMEDIATE NEWS WRITING & REPORTING	2	-	1	3	3
MAC 126	PRINCIPLES OF PUBLIC RELATIONS	2	-	-	2	2
MAC 127	PRINCIPLES OF ADVERTISING	2	-	-	3	3
EED 128	INTRODUCTION TO ENTRPRENEURSHIP	2	-	-	2	2
<b>TOTAL</b>		19	-	4	24	24

1<sup>st</sup> SEMESTER ND11

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CU</b>	<b>CH</b>
GNS 201	USE OF ENGLISH I	2	-	-	2	2
GNS 211	INTRODUCTION TO SOCIOLOGY/ PSYCHOLOGY	2	-	-	2	2
MAC 211	ENGLISH FOR MASS MEDIA 111	2	-	-	2	2
MAC 212	INTRODUCTION TO RESEARCH METHODS	2	-	-	2	2
MAC 213	COPY EDITING	1	-	2	3	3
MAC 214	FEATURE WRITING	1	-	2	3	3
MAC 215	MASS MEDIA & SOCIETY	2	-	-		2
MAC 216	MASS COMMUNICATION ETHICS	2	-	-	2	2
MAC 217	BROADCAST PRODUCTION 1	2	-	1	2	2
EED 218	PRACTICE OF ENTREPRENEURSHIP	3	-	-	3	3
MAC 100	<b>SIWES</b>	-	-	2	2	-
<b>TOTAL</b>		<b>19</b>		<b>7</b>	<b>23</b>	<b>23</b>

2<sup>nd</sup> SEMESTER ND11

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CU</b>	<b>CH</b>
GNS 202	COMMUNICATION IN ENGLISH II	2	-	-	2	2
GNS 222	ECONOMICS	2	-	-	2	2
GNS 225	GEOGRAPHY OF NIGERIA	2	-	-	2	2
MAC 222	SPEECH COMMUNICATION	1	-	1	2	2
MAC 223	NEWSPAPER AND MAGAZINE PRODUCTION	2	-	1	3	3
MAC 224	PHOTOGRAPHING AND PHOTO JOURNALISM	2	-	1	3	3
MAC 225	BROADCAST PRODUCTION 11	2	-	1	3	3
MAC 226	MASS COMMUNICATION LAWS	2	-	-	2	2
MAC 227	INVESTIGATIVE & INTERPRETATIVE REPORTING	2	-	1	3	3
MAC 228	MASS MEDIA, DEMOCRACY AND GOVERNANCE	2		-	2	2
MAC 229	PRACTICAL PROJECT	-		2	2	-
	<b>TOTAL</b>	19	-	7	26	24

<b>Course: ENGLISH FOR MASS MEDIA I</b>	<b>Course Code: MAC 111</b>		<b>Contact Hours/Credit unit: 2/2</b>
	<b>Semester: 1<sup>st</sup></b>		<b>Theoretical: hours/week 1</b>
<i>Year: ND 1</i>	<i>Pre-requisite: - N/A</i>		<i>Practical: hours /week 1</i>

**GOAL: This course is designed to expose students to the fundamentals of Mass Communication with emphasis on the concept, structure and process of Mass Communication**

- 1.0 Know the structures that make up sentences and understand how these structures are correctly linked
- 2.0 Know the punctuation marks and their uses
- 3.0 Appreciate Mass communication as a social force
- 4.0 Know how to write good and well - ordered paragraphs.
- 5.0 Understand note taking and recording skill.

**General Objective 1.0:** Know the structures that make up sentences and understand how these structures are correctly linked

	THEORETICAL CONTENTS		PRACTICAL CONTENTS			
<i>Week/s</i>	<b>Specific Learning Outcomes</b>	Teacher's activities	<i>Specific Learning Outcomes</i>	<i>Teacher's activities</i>	<i>Resources (Theoretical/practical)</i>	<i>Evaluation</i>
1- 3	<p><b>Sentence Structure</b></p> <p>1.1 Breakdown sentences into subject and predicate</p> <p>1.2 Identify nouns</p> <p>1.3 List the properties of nouns</p> <p>1.4 Identify verbs.</p> <p>1.5 List the usages of verbs.</p> <p>1.6 List the characteristics of a sentence.</p> <p>1.7 Identify phrases in sentences</p> <p>1.8 Identify main and subordinate clauses</p> <p>1.9 Identify different types of pronouns</p>	<p>-Guide students to construct sentence structure with lexicons relevant to the Mass media,</p> <p>-List properties of nouns,</p> <p>-Identify verbs,</p> <p>-List the usages of verbs.</p> <p>-List the characteristics of a sentence.</p> <p>Identify phrases in.</p> <p>-Explain main and</p>	Practical not required	Practical not required	Notebooks Textbooks Internet	<p>Define nouns and verbs,</p> <p>-List the usages of the two</p> <p>List properties of each.</p> <p>-List the characteristics of a sentence.</p>

	1.10 Identify adjectives and their types 1.11 Identify adverbs and their types.	subordinate clauses -List different types of pronouns -Define adjectives, adverbs and list their types.				
<b>General Objectives: 2.0</b> Know the punctuation marks and their uses						
4-6	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	Specific Learning Outcomes	Teacher's activities	<i>Resources (Theoretical/practical)</i>	Evaluation
	<b>Punctuation</b> 2.1 Use commas correctly  2.2 List the uses of the colon  2.3 Enumerate the uses of the semi-colon.  2.4 Name the uses of the dash	i. Explain the use of comma.  ii. Explain how to use colon.  iii. Differentiate between colon and comma and how to use brackets correctly.  -Explain these terms and their uses: apostrophe,			Books, magazines, Radio recorder          Books, magazines, Radio recorder	Differentiate between colon and comma and state when they are use          Explain the following terms: Apostrophe

	<p>2.5 Use brackets correctly</p> <p>2.6 List the uses of the full stop</p> <p>2.7 State the uses of quotation marks</p> <p>2.8 Enumerate the uses of the question mark</p> <p>2.9 Use the exclamation mark correctly</p> <p>2.10 Punctuate a given passage.</p>	<p>quotation mark,</p> <p>colon and semi-colon,</p> <p>dash and hyphen</p> <p>brackets,</p> <p>full stop,</p> <p>quotation marks and Exclamation mark.</p> <p>-Punctuate a given passage.</p>				<p>and quotation mark.</p> <p>colon and semi-colon</p> <p>dash and hyphen</p> <p>brackets ,</p> <p>full stop,</p> <p>quotation marks,</p> <p>question and exclamation marks.</p> <p>-Punctuate a given passage.</p>
<b>General Objectives: 3.0</b> Know how to write good and well-ordered paragraphs						
Week 7-9	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	Specific Learning Outcomes	Teacher's activities	<i>Resources (Theoretical/practical)</i>	Evaluation

	<p><b>Paragraphing</b></p> <p>3.1 Define a paragraph</p> <p>3.2 List the qualities of a good paragraph.</p> <p>3.3 Identify the topic sentence in a paragraph</p> <p>3.4 Re-write a group of jumbled sentences into a well-ordered paragraph.</p> <p>3.5 State the methods of developing a topic sentence into a paragraph.</p> <p>3.6 State purposes of an introductory paragraph.</p> <p>3.7 List the uses of a concluding paragraph.</p>	<p>-Define a paragraph</p> <p>-Guide students to List the qualities of a good paragraph.</p> <p>Enumerate the topic sentence in a paragraph</p> <p>Guide students to Re-write a group of jumbled sentences into a well-ordered</p> <p>Explain methods of developing topic sentence into a paragraph.</p> <p>Explain purposes of an introductory paragraph.</p> <p>List the uses of a</p>			<p>Books Newspaper dailies Old TV scripts Magazine and radio scripts Agency bulletin</p>	<p>What is paragraphing , why do we need paragraph in a sentence?</p> <p>List the qualities of a good paragraph</p> <p>Re-write a group of jumbled sentences</p> <p>Why do we make a topic sentence into a paragraph?</p> <p>What are the uses of a concluding paragraph and</p>
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	3.8 State the uses of quotations in a paragraph.  3.9 Write two or more paragraphs using a given topic sentence.	concluding paragraph and  Quotations in a paragraph.				quotations in a paragraph?  .
<b>General Objectives: 4.0</b> Understand listening and recording skills						
<b>Week</b>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<i>Resources (Theoretical/practical)</i>	<b>Evaluation</b>
10-12	5.1 Explain reading  5.2 List different types of reading e.g. skimming, flipping, intensive  5.3 practice reading for comprehension.  5.4 <b>Listening Skills</b>  5.5 List the different types of	Make students listen to radio/TV programmes speeches.  Ask questions after the listening recorder's exercise			Various relevant textbooks Poem, short stories etc.   Radio TV	Questions should be asked based on the passages of the recording exercises.  .

	listening 5.6 Distinguish between reading and listening. 5.7 List listening skills				Recorders	
<b>General Objectives: 5.0 Understand</b> note taking and Recording skills						
Week 13- 14	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<i>Resources</i>	Specific Learning Outcomes	Teacher's activities	Evaluation
	5.1 Learn how to take proper notes during lectures.  5.2 Create note taking skills.  5.3 Learn how to record and transcribe	i. Explain the right way of listening and taking notes  ii. Engage students in note taking exercises.  iii. Present speeches record and transcribe key points in an address.	Writing materials Reporters Tape recorders Play back systems			Writing materials Reporters Tape recorders Play back systems

		iv. Students to read back notes taken				
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Department/Programme: MASS COMMUNICATION (ND)			
Course: Basic Computer Application for Mass Media 1 (Word Processing )	Course Code: MAC 113	Credit hours:	2 hours/week
Year: ND I Semester I		Theoretical:	1hour/week
		Practical: 1 hour/ week	
<p>General Objectives:</p> <p>On completion of this course the student should be able to:</p> <p>1.0 Know the basic concepts of computer</p> <p>2.0 Understand the function of computer hardware software components</p> <p>3.0 Know different types of softwares commonly used in mass media and the tasks to which each type of software is used.</p> <p>4.0 Understand the basic use of word processing applications</p> <p>5.0 Know how to enhance Document using Word processing application</p>			

Theoretical content			Practical Content				
Week	Specific Learning outcomes	Teacher's activities	Specific Learning Outcomes	Teacher's activities	Resources		
General Objective 1: Know the basic concept of computers							
1-2	1.0: Examine types of computers and how they process information	Compare categories of computers based on their size, power and purpose Identify the role of the CPU including speed and how it is measured Explain the difference between memory and storage	See the anatomy of a computer system Identify input, output and storage devices	Classify computers based on size, purpose and operation Illustrate anatomy of computers Illustrate block diagram of CPU	Books, Diagrams/charts Internet		

General Objective 2.0: Understand the function of computer hardware and software components							
3-4	2.1 Discuss how hardware and software work together to perform computing tasks	Identify the location of the motherboard with the CPU, memory, power supply, expansion slots, ports, and drives					
General Objective 3.0: Know different types of softwares commonly used in mass media and the tasks to which each type of software is used.							
5-7	3.1 Explain general concepts related to software categories, and the tasks to which each type of software is used	List different types of software used for various computing tasks  Identify fundamental concepts and common uses relating to word processing, spreadsheets,		Identify different softwares commonly used in mass media operations and the tasks for which each is applied in production of mass media	Illustrate different types of softwares specific to mass media tasks and their uses	Books, Diagrams/charts Internet, Computer (with Word processing application installed)	

	3.2 Identify the specific applications of each of these softwares in mass media  3.3 Practices such as newspaper, magazine, radio, TV, internet, advertising etc	databases, graphics and multimedia, and presentation software  Discuss the application of each software in mass media practices such as newspaper, magazine, radio, TV, internet, advertising etc		contents.		
General Objective: 4.0 Understand the basic use of word processing applications						
8-11	4.1 Discuss common on screen elements of Word Processing applications operating	Identify common on screen elements of Word Processing applications	Demonstrate typical uses of the various document editing tools available in a Word processing	Practice the use of basic tools for enhancing document in Word processing application  Format text and documents using the	Books, Diagrams/charts Internet, Computer (with Word processing application installed)	

	<p>system</p> <p>4.1 Explain the various document editing tools available in a typical word processing application</p> <p>4.2 Explain the methods of Formatting Text and Paragraphing in a Word Processing application</p>	<p>Discuss various editing tools available in a typical word processing application</p>	<p>application</p>	<p>automatic formatting tools</p>		
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General Objective 5.0: Know how to enhance Document using Word processing application						
11-13	<p>5.1 Explain tools used in a typical Word processing application for enhancing Document</p> <p>5.2 Discuss how to create Columns, Tables and Other Features in Table Tools</p> <p>5.3 Explain various graphics tools available in Word processing application and relevant to various tasks in mass media</p>	<p>Identify on-screen formatting information (select text, line/paragraph spacing, indent, create and modify, bulleted/numbered list, symbols, special characters, outline, including breaks, paragraph markers, date/time, document comments, ruler, tabs, page break, section break, page numbers, headers/footers, footnotes/endnotes, borders, shading, styles, format</p>	<p>Demonstrate the application of various tools used in Word processing application for enhancing document</p> <p>Demonstrate how to create tables, rows, columns and other features in using the Table Tools in a Word processing application</p>	<p>Illustrate application of tools for used for enhancing documents</p>	<p>Books, Diagrams/charts Internet, Computer (with Word processing application installed)</p>	



	practice.	painter, track changes, document statistics)				
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	<b>Department/ Programme: MASS COMMUNICATION ND 1</b>	<b>Course Code: MAC 114</b>		<b>Contact Hours/credit units: 3/3</b>
	<b>Subject/Course: INTRODUCTION TO MASS COMMUNICATION</b>	<b>DURATION: 3 HOURS/WEEK</b>	<b>SCHEDULE: 1<sup>ST</sup> SEMESTER</b>	<b>Theoretical: hours/week 3</b>
	<i>Year: 1 Semester: 1st</i>	<i>Pre-requisite:</i>	-	<i>Practical: hours /week</i>

**GOAL: This course is designed to expose students to the fundamentals of Mass Communication with emphasis on the concept, structure and process of Mass Communication**

**GENERAL OBJECTIVES:**

- 1.0 Understand Mass Communication in its general and specific terms
- 2.0 Understand different media of mass communication.
- 3.0 Appreciate Mass communication as a social force
- 4.0 Evaluate the uses of each mass communication channel

	<b><i>COURSE: INTRODUCTION TO MASS COMMUNICATION</i></b>	<b><i>Course Code: MAC 114</i></b>				<b><i>Contact Hours/credit hours: 3/3</i></b>
	<b>Course Specification:</b>					<b>Theoretical: hours/week</b>
	<b>Year: ND 1 Semester:</b>	<b>Pre-requisite: - FIRST</b>				<b>Practical: hours /week</b>
	<b><i>Theoretical Content</i></b>				<b><i>Practical Content</i></b>	
	<b>General Objective 1.0:</b> Understand Mass Communication in its general and specific terms					
<b>Week/s</b>	<b>Specific Learning Objectives</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources (Theoretical/practical)</b>	<b>Evaluation</b>
1	<b>Basic Mass Communication</b> <b>1.1</b> Define Mass Communication <b>1.2</b> Differentiate between Mass Communication, intra and Interpersonal communication, Inter-cultural communication, traditional communication, International communication, public communication, public	Explain differences between Mass Communication, intra and Interpersonal communication, Inter-cultural communication, traditional communication, International communication, public			Books Journals Internet	Differentiates between Mass Communication, intra and Interpersonal communication

	<p>communication etc.</p> <p><b>1.3</b> Explain the communication process, ie source, encoder, transmitter, decoder, receiver, feedback, etc.</p> <p><b>1.4</b> State the importance of each stage of the communication process.</p> <p><b>1.5</b> State various communication models</p> <p><b>1.6</b> Explain the basic functions of Mass Communication such as information, education, entertainment, persuasion, mobilization, integration etc</p>	<p>communication etc.</p> <p>Explain the communication process, ie source, encoder, transmitter, decoder, receiver, feedback, etc.</p> <p>Importance of each stage of the communication process.</p> <p>List various communication models</p> <p>Explain the basic functions of Mass Communication such as information, education, entertainment, persuasion, mobilization, integration etc</p>			<p>Various relevant textbooks Poem, short stories etc.</p> <p>Radio TV Recorders</p>	<p>What are the sources of communication process?</p> <p>What is the importance of each stage of the communication?.</p> <p>list process of various communication models</p> <p>What are the basic functions of</p>
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						Mass Communicati on?
<b>General Objective 2.0: Understand different media of mass communication. Conduct visits to relevant facilities</b>						
3	<p>Characteristics of the media</p> <p>2.1 Distinguish between the various types of mass communication media.</p> <p>2.2 Identify the characteristics, weakness and strength of each media.</p>	<p>Explain the Characteristics of the media</p> <p>-Distinguish between the various types of mass communication media.</p> <p>Explain the characteristics, weakness and strength of each media</p>			<p>Books</p> <p>Journals</p> <p>Internet encoder, transmitter, decoder, receiver,</p> <p>TV,</p> <p>Radio</p> <p>etc</p>	<p>What are the Characteristics of the media?</p> <p>Distinguish between the various types of mass communication media.</p> <p>What are the characteristics, weakness and strength of each media</p>

	<b>General Objective 3.0: Appreciate Mass Communication as a social force</b>
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7	<b>Mass Communication As Social Force</b> 3.1 Identify Mass Communication as a social institution.  3.2 Analyse the mass media as a development resource.  3.3 Apply the mass media as a socio-cultural facilitator.	Exemplify why is seen Mass Communication is seen as a social institution.  Analyze the mass media as a development resource and as a socio-cultural facilitator.		Practical not required		Mass Communication is seen as a social institution, Mass media as a development resource. And as a socio-cultural facilitator
<b>General Objective 4.0: Evaluate the uses of each Mass Communication channel</b>						
9	<b>Mass Communication Channels</b> 4.1 Explain the influence of the mass media on the society.  4.2 Evaluate the mass media as a societal catalyst and tranquilizer.	Explain the influence of the mass media on the society.  Evaluate the mass media as a societal catalyst and tranquilizer.		Practical not required		-Explain the influence of the mass media on the society. -Mass media as a societal catalyst and tranquilizer.

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	<b>Course Code:</b> MAC 115		<b>Contact Hours/Credit unit:</b> 3/3
	<b>Subject/Course:</b> INTRODUCTION TO NEWSREPORTING AND WRITING	<b>DURATION: 4 HOURS/WEEK</b>	<b>SCHEDULE: SEMESTER</b>	<b>Theoretical: hours/week</b> 2
	<i>Year: ND1 Semester: 1st</i>	<i>Pre-requisite:</i>		<i>Practical:1 hours /week</i>
<b>GOAL:</b> This course is designed to enable the students to acquire the theory and practice of news reporting, writing and editing				

### **GENERAL OBJECTIVES:**

#### **On completion of this course the student should:**

- 1.0 Appreciate journalism as a career
- 2.0 Understand news and news stories
- 3.0 Know the process of news gathering
- 4.0 Know how to write news leads
- 5.0 Know how to write complete news story
- 6.0 Appreciate the demands of different media
- 7.0 Know how to cultivate and develop news sources
- 8.0 Know the tools of news gathering
- 9.0 Explain tools of news gathering
- 10.0 Explain how to observe news and to conduct interview

<b>Course: : INTRODUCTION TO REPORTING AND NEWSWRITING</b>		<b>Course Code: MAC 115</b>			<b>Contact Hours/credit unit: 3/3</b>	
<b>Course Specification:</b>					<b>Theoretical: hours/week</b>	
<b>Year: ND 2 Semester:</b>		<b>Pre-requisite: - N/A</b>			<b>Practical: hours /week</b>	
<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>			
<b>General Objectives 1.0:</b> Appreciate journalism as a career						
Week	Specific Learning Outcome	Teacher's activities	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Evaluation
1- 2	1.1 Identify who is a journalist 1.2 Enumerate the career opportunities for journalists 1.3 Explain the qualifications/qualities for a journalist. 1.4 Explain whether journalism is a	-Assign students to beats around the school. -Evaluate students' stories. -Show student samples of news stories. - Broadcast script of news stories.	Write news and cover beats. Conduct interviews Read newspapers Transcribe recordings Retrieve archival materials for back grounding. Monitor news	Guide students to Write news cover beats, Conduct interviews, Read newspapers, Transcribe recordings, Retrieve	Newsroom Newspapers/Magazines Radio sets Maps Satellite TV (with subscription) Digital	Assign students to: Write news cover beats. Conduct interviews Read newspapers Transcribe recordings Retrieve archival materials for back grounding. Monitor news.

	craft or a profession.			archival materials for back grounding,  Monitor news	Audio Recorder  Computer (with relevant software e.g. Corel Draw Quark press, Photostat, etc	Ask questions based on the above.
<b>General Objectives: 2.0</b> Understand news and news stories						
3-5	<b>News and News Stories</b> 2.1 Identify the reporters in the newspaper organization.  2.2 Distinguish between news channels and news process.  2.3 State accurate news terminologies e.g. beat, lead, scoop,	-Identify the reporters in the newspaper organization.  Distinguish between news channels and news process.  State accurate news terminologies e.g. beat, lead, scoop,	Show the reporters in the newspaper organization.  show news channels and news process.  Show accurate news terminologies e.g. beat, lead, scoop, etc.  Practical not required	Guide students to Identify the reporters in the newspaper organization.  Identify news channels and news process.  Use accurate news terminologies	Newspaper, magazines, Radio recorder /player Television, video etc	Define the following: reporter, channel and news.  Differentiate between news and channels  What is news and why do we



	etc. 2.4 Explain the nature of news and news values 2.5 Explain the importance of news. 2.6 Give examples of news analysis 2.7 Enumerate some measures of objectivity 2.8 Explain policies and orientations 2.9 Analyse slanting	etc. Explain the nature of news and news values -Explain the importance of news. -Give examples of news analysis -Enumerate some measures of objectivity -Explain policies and orientations, news and news values, Importance of news. -Give examples of news analysis -Enumerate		e.g. beat, lead, scoop, etc.	Newspaper, magazines, Radio recorder/player Television, video etc  Newspaper, magazines, Radio recorder/player Television, video	listen to news  What is news and why do we listen to news
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		some measures of objectivity				
<b>General Objectives: 3.0</b> Know the process of news gathering						
6-8	<b>News Writing</b> 3.1 Identify types of leads (using newspapers and magazines). 3.2 Write various leads.	-Explain types of leads (using newspapers and magazines). -Write various leads	-See types of leads (using newspapers and magazines). -Practice writing of various leads	-Guide in watching types of leads (using newspapers and magazines). -Make students write various leads.	newspapers and magazines	Explain types of leads (using newspapers and magazines). -Write two various leads
<b>General Objectives: 4.0</b> Know how to write news leads						
9-11	<b>News Story Writing</b> 4.1 Identify news formats. 4.2 Explain the transition device. 4.3 Write a news story. 4.4 Analyse to writes and follow ups.	Explicate news formats, and transition device. -Write a news story. Analyse to writes and follow ups.	Visualize news formats. Visualize the transition device. Compose a news story. Examine and follow ups.	Guide students to Visualize news formats. Visualize the transition device. Compose a news story. Examine and follow ups.	Newspaper, magazines, Radio recorder /player Television, video	List the types news formats. What do you understand by transition device? Write a news story. Analyse to writes and follow ups.

<b>General Objectives: 5.0</b> Know how to write complete news story						
12-14	<p><b>Media Demands</b></p> <p><b>5.1</b>Analyse writing news for radio and television with emphasis on:</p> <p>a) similarities b) differences c) specific devices in writing and presentation.</p>	<p>Explain process of writing news for radio and television with emphasis on:</p> <p>a) similarities b) differences c) specific devices in writing and presentation.</p>	<p>Rehearse writing news for radio and television with emphasis on:</p> <p>a) similarities b) differences c) specific devices in writing and Presentation.</p>	<p>Guide students to rehearse writing news for radio and television with emphasis on:</p> <p>a) similarities b) differences c) Specific devices in writing and presentation.</p>	<p>Newspaper, magazines , Radio recorder /player Television, video</p>	<p>-Write a sample of news for radio and television with . -Enumerate the similarities b) differences c) specific devices in writing and Presentation.</p>

PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATUION

COURSE TITLE: INTRODUCTION TO BROADCASTING

COURSE CODE: MAC 117

DURATION: 3 HOURS/WEEKS

SCHEDULE: 2<sup>ND</sup> SEMESTER

GOAL: The course is designed to introduce the students to basic functions of and activities involved in radio and television broadcasting. It also exposes the students to the principles and practice of radio and television broadcasting.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know the history or origin of radio/television broadcasting
- 2.0 Understand the functions of radio/television.
- 3.0 Know the major factors that affect the practice of radio/television as a profession
- 4.0 Understand different types of radio/television ownership and control
- 5.0 Know common radio/television terms
- 6.0 Understand the functions and uses of radio/television equipment
- 7.0 Know the different types of programmes in radio and television
- 8.0 Understand the role of National and international broadcasting organizations.

<b>PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION</b>						
<b>COURSE: INTRODUCTION TO BROADCASTING</b>			<b>COURSE CODE MAC 117</b>		<b>CONTACT HOURS/CREDIT UNIT 2/ hrs/week 12</b>	
<b>COURSE SPECIFICATION: THEORY</b>					<b>Theoretical: hours/week</b>	
<b>Year: ND Semester:</b>			<b>Pre-requisite</b>		<b>Practical: hours/week</b>	
<b>WE EK</b>	<b>GENERAL OBJECTIVE:1.0 Know the history or origin of radio/television broadcasting</b>					
<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>			
<b>General Objectives 1.0: Know how to handle different types of news events</b>						
	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Resources</b>	<b>Evaluation</b>
	1.1 Outline the major landmarks in the evolution of radio/television in the world	-Explain evolution of broadcasting -Explain the studio structure and set-up	Illustrate the evolution of broadcasting -see the studio structure and set-up	-Guide and supervise students to demonstrate the use of various equipment,	• Radio/TV studios and accompanying equipment.	Ask question based on what students are exposed to
	1.2 Outline the major landmarks in the evolution of radio/television in Nigeria.	-Discuss various broadcast equipment -Explain organogram of different radio/TV station explain above -Perform various activities listed in specific outcome.	-see various broadcast equipment -illustrate organogram of different radio/TV station explain	-Show organogram of different radio/TV stations.		

<b>PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION</b>						
<b>COURSE: INTRODUCTION TO BROADCASTING</b>			<b>COURSE CODE MAC 117</b>		<b>Contact Hours/ Credit Unit 4/ 2 Hrs/Week</b>	
<b>COURSE SPECIFICATION: THEORY</b>					Theoretical: hours/week	
<b>Year: ND Semester:</b>		<b>Pre-requisite:</b>			Practical: hours/week	
<b>Week</b>	<b>GENERAL OBJECTIVES: 1.0 : Know the history or origin of radio/television broadcasting</b>					
	<b>THEORETICAL CONTENT</b>		<b>PRACTICAL CONTENT</b>			
	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Resources(practical/Theoretical)</b>	<b>Evaluation</b>
1-2	1.1 Outline the major landmarks in the evolution of radio/television in the world  1.2 Outline the major landmarks in the evolution of radio/television in Nigeria.	<ul style="list-style-type: none"> <li>• Explain evolution of broadcasting</li> <li>• Explain the studio structure and set-up</li> <li>• Discuss various broadcast equipment</li> <li>• Perform various activities listed in specific outcome.</li> </ul>	Organize the various equipment that are in the radio and television studios.  Sketch the organogram of a typical radio/TV station.	supervise students in the studio to Demonstrate the use of various equipment.  Sketch organogram of various radio/TV stations	Radio/TV studios and accompanying equipment	<ul style="list-style-type: none"> <li>• Quizzes on the evolution of the radio/tv in the world and Nigeria in particular.</li> </ul>
<b>GENERAL OBJECTIVES: 2.0: Know common Radio/Television Terms</b>						
3-4	2.1 Define Radio	<ul style="list-style-type: none"> <li>• Explain organ-</li> </ul>		Practical not		Ask questions

	<p>Broadcasting terms.</p> <p>2.2 Define television terms</p> <p>2.3 Identify the different departments in a typical Radio and Tv station</p> <p>2.4 Explain how to use radio/television terms correctly</p>	<p>ogram of different radio/TV station</p> <ul style="list-style-type: none"> <li>• Write out some of the terms</li> <li>• Perform specific activities listed in the outcomes</li> </ul>		required		Guide students to define terms correctly
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**GENERAL OBJECTIVES: 3.0:** Understand the functions of radio/television.

5-6	<p>3.1 List the key functions of radio/television</p> <p>3.2 Explain the functions of radio/television in different societies.</p> <p>3.3 Explain the different depts. of a typical radio and TV stations.</p> <p>3.4 Identify the different departments in radio/TV stations</p>	<ul style="list-style-type: none"> <li>• Discuss with students functions of Radio/TV in society</li> <li>• Discuss the layout of different Radio/TV depts. and broadcast chain</li> </ul>	<p>Sketch the functions of Radio/TV in society</p> <p>Draw a layout of different Radio/TV depts. and broadcast chain</p>	<p>Guide students to Sketch the functions of Radio/TV in society</p> <p>Draw a layout of different Radio/TV depts. and broadcast chain</p>	<ul style="list-style-type: none"> <li>• Interactive board.</li> <li>• Radio/TV</li> </ul>	<p>Draw a layout of TV/Radio station.</p> <p>What are the function of Radio and TV Broadcast chain</p>
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	3.5 Explain as in 3.3					
	3.6 Explain typical broadcasting chain					
<b>GENERAL OBJECTIVES: 4.0:</b> Know the five major factors that affect the practice of radio/television as a profession						
7-8	<p>4.1 Identify the administrative factors affecting radio/television broadcasting.</p> <p>4.2 Identify the technical aspects affecting radio/television broadcasting</p> <p>4.3 Identify the socio-economic factors influencing radio/television broadcasting</p> <p>4.4 Explain the various legal and regulatory factors affecting radio/television broadcasting</p> <p>4.5 Explain the political factors that affect radio/television broadcasting.</p>	<ul style="list-style-type: none"> <li>• Explain and discuss the administrative factors that may affect broadcast</li> <li>• Mention technical aspects that affect broadcasting transmitter capacity, bender with poor recording levels etc.</li> <li>• Explain licensing rights, libel, obscene words on air</li> </ul>	Access information on the internet on factors affecting broadcast.	<ul style="list-style-type: none"> <li>• Guide students to access information in papers and on the internet</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive writing Board</li> <li>• Internet science magazine and newspapers</li> </ul>	List factors affecting radio/television Broadcasting.



**GENERAL OBJECTIVES: 5.0:** Understand the four different types of radio/television ownership and control

9-10	<p>5.1 Distinguish between public and private or commercial ownership and control of radio and television</p> <p>5.2 Analysis the Government system of radio/television ownership, structure and control.</p> <p>5.3 Explain the ownership and control of radio/television by educational institutions</p> <p>5.4 Explain the ownership and control of radio/television by communities</p> <p>5.5 Examine the systems of radio/television ownership and control</p>	<p>-Explain differences between public and private or commercial ownership</p> <p>-Explain the control of radio and Television for private or commercial</p> <p>Analysis the Government system of radio/television ownership, Structure and control.</p>		Practical not required	Is there any difference between school/institution & government control of Radio/Television information
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**GENERAL OBJECTIVES: 6.0:** Understand the functions and uses of radio/television equipment

11-12	6.1	List types functions and uses of microphones	<ul style="list-style-type: none"> <li>• Explain the transmitter</li> <li>• Show students the video camera its parts and functions</li> </ul>	<ul style="list-style-type: none"> <li>• View part of microscope s, cameras &amp; explain their functions</li> </ul>	<ul style="list-style-type: none"> <li>• Guide the students to view part of microscopes, cameras &amp; explain their functions</li> </ul>	<ul style="list-style-type: none"> <li>• Camera</li> <li>• Audio control Room</li> </ul>	Draw a microphone, cameras.
	6.2	State the functions and uses of a television camera	<ul style="list-style-type: none"> <li>• Take thin to the audio control RM</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate recording processes</li> </ul>	<ul style="list-style-type: none"> <li>• demonstrate recording processes</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive wiring board</li> </ul>	List the function of each
	6.3	State the functions and uses of a teleprompter	<ul style="list-style-type: none"> <li>• Discuss functions of OB Van</li> </ul>	<ul style="list-style-type: none"> <li>• Visit a Broadcast facility with OB Van</li> </ul>	<ul style="list-style-type: none"> <li>• visit a Broadcast facility with OB Van</li> </ul>		
	6.4	Identify the functions and uses of the radio console 100					
	6.5	Identify the functions and uses of the Vision mixer					
	6.6	Explain the functions of the multimedia projector					
	6.7	Explain the functions of the transmitter					
	6.7	Explain the functions and of the Video System	Explain the functions and of the	Use video and radio to	Assist students to Use video and	Newspaper, magazines ,	Enumerate the functions

	<p>6.8 Explain the functions and uses of video/sound recording systems.</p> <p>6.9 Explain the functions and characteristics of a radio/television systems</p> <p>6.10 Explain the features and functions of outside broadcasting operations.</p>	<p>Video System, Video/sound recording systems.</p> <p>Explain the functions and characteristics of a radio/television systems</p> <p>Explain the features and functions of outside broadcasting operations.</p>	<p>observe the functions and of the Video System and Video/sound recording systems.</p> <p>Watch TV and listen to radio/television systems</p> <p>Watch TV and Radio to see the features and functions of outside broadcasting operations.</p>	<p>radio to observe the functions and of the Video System and Video/sound recording systems.</p> <p>Watch TV and listen to radio/television systems</p> <p>Watch TV and Radio to see the features and functions of outside broadcasting operations.</p>	<p>Radio recorder /player Television, video</p>	<p>and of the Video System and Video/sound recording systems, TV and listen to radio/television systems</p> <p>Sketch to reveal the features of TV and Radio and their function.</p>
<b>GENERAL OBJECTIVES: 7.0:</b> Know the nature of radio and TV writing						
13	<p>7.1 Explain ways of writing for radio/television and newspaper</p> <p>7.4 Compare and contrast writing for radio television and newspaper</p>	<p>Discuss writing formats for radio and television</p> <p>Compare and contrast writing for radio television and newspaper</p>	<p>Practice radio writing formats and television writing formats</p> <p>Write for radio and</p>	<p>Put students through the practices of radio writing formats and television writing formats</p>	<ul style="list-style-type: none"> <li>• Guide students to write out discuss formats taught</li> </ul>	<ul style="list-style-type: none"> <li>• Assignments to evaluate grasp of formats discussed in general objective 7.1 -7.2</li> </ul>

			television			
<b>GENERAL OBJECTIVES: 8.0:</b> Understand the role of National and international broadcasting organizations.						
14	8.1	State the political and economic implications of National/international broadcasting	<ul style="list-style-type: none"> <li>• Explain concepts of national/international Broadcast</li> </ul>	NO PRACTICAL REQUIRED		Evaluation should be based on the interactive sessions.
	8.2	Explain the roles of international broadcasting organizations such as EBU, ABA, IBI, International Telecommunication satellite Organization (INTELSAT) , and Image makers national Trade show based in Canada. CONSAC	<ul style="list-style-type: none"> <li>• Discuss Political/Economic implications</li> <li>• Analyse the implications information on the “global village”</li> <li>• Discuss roles of broadcast organization such</li> </ul>			
	8.3	Identify the major news agencies.				

ND1 SECOND SEMESTER

PROGRAMME: NATIONAL DIPLOMA IN MASS MEDIA

COURSE TITLE: ENGLISH FOR MASS MEDIA II

COURSE CODE: MAC 121

DURATION: 2 HOURS/WEEK

GOAL: This course is designed to enable the students to correctly apply the skills he acquired in the previous English Course.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know how to read and interpret a given passage
- 2.0 Know how to write good business letters
- 3.0 Know how to write a good technical report
- 4.0 Appreciate literary works

<b>PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION</b>						
<b>COURSE: English for Mass Media</b>			<b>COURSE CODE MAC 121</b>		<b>CONTACT HOURS/CREDIT UNIT 2/ 2 hrs/week</b>	
<b>COURSE SPECIFICATION: THEORY</b>					<b>Theoretical: hours/week</b>	
<b>Year: ND</b>		<b>Semester:</b>		<b>Pre-requisite:</b>		<b>Practical: hours/week</b>
Week	<b>GENERAL OBJECTIVES: 1.0 Know how to read and interpret a given passage</b>					
	<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>		
1-3	<b>General Objectives 1.0: Know how to handle different types of news events</b>					
	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Resources (practical and theoretical)</b>	<b>Evaluation</b>
	1.1 Use the appropriate technique to read a passage	Discuss the various techniques of reading a passage.  Identify topic sentences in passages and answer the comprehension questions.			Books • Library • Internet • Dictionary	• Assign tasks on relevant topics.
	1.2 Pick out topic sentences in a passage				• Books • Library • Internet • Dictionary	
	1.3 Define words, phrases and expressions as used in a passage				• Books • Library • Internet • Dictionary	
	1.4 Answer the different types of comprehension questions.				• Books • Library • Internet	

	1.5 Pick out the salient points in a passage				• Dictionary	
<b>GENERAL OBJECTIVES: 2.0</b> Know how to write good business letters						
4-7	<p>2.1 Define the technical Report</p> <p>2.2 Use the proper language for business letters</p> <p>2.3 Use the correct tone in writing a business letter</p> <p>2.4 Write different types of Business letters.</p>	<ul style="list-style-type: none"> <li>• Explain technical report</li> <li>• Explain proper language for Business letters</li> <li>• Explain the correct tone in writing a business letter.</li> <li>• Explain different types of business letters</li> </ul>	<p>Show the different types of business letters</p> <p>Practice the use of proper language for Business letter</p>	<ul style="list-style-type: none"> <li>• Show the different types of business letters</li> <li>• Discuss use of proper language and tone in business letters.</li> </ul> <p>Understand the different types of business letters</p>	<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> <li>• Books</li> <li>• Library</li> <li>• Internet</li> <li>• Books</li> <li>• Library</li> <li>• Internet</li> </ul>	<p>Enumerate the advantages of proper language for business letters and Use of correct tone in writing a business letter</p>

<b>GENERAL OBJECTIVES: 3.0</b> Know how to write a good technical report						
8-10	3.1 Define the technical report	Discuss activities involved to good technical report.	illustrate the essential qualities of technical reports	List the qualities of technical reports, aims	<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> </ul>	write a good technical report on a given assignment
	3.2 List the different kinds of technical reports	List the different kinds of technical reports		Show an example of a good technical report.	<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> </ul>	
	3.3 State the different forms of presenting technical reports	- State the different forms of presenting technical reports -Enumerate the aims of Technical reports	Practice the writing of a good technical report		<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> </ul>	write a good technical report on a given assignment
	3.4 Define the five major headings of a technical report that is in letter form	list the essential qualities of technical reports Define - the five major headings of a technical report that is in letter form			<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> </ul>	
<b>GENERAL OBJECTIVES: 4.0</b> Appreciate literary works						
11-14	4.1 Analyze the various aspects of a novel, a play or a poem	-Explain the various aspects of a novel, a play or a poem			<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> <li>• Dictionary</li> </ul>	What is the characteristics of a good literary works,
	4.2 Explain the themes of	-Explain the themes				



	a novel, a play or a poem	of a novel, a play or a poem					
4.3	Analyse the characters in a novel, a play or poem	-Analyse the characters in a novel, a play or poem				<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> <li>• Dictionary</li> </ul>	Read and feature out characters in a novel, and poem
4.4	Evaluate the writer's technique in any literary work.	-Evaluate the writer's technique in any literary work.				<ul style="list-style-type: none"> <li>• Books</li> <li>• Library</li> <li>• Internet</li> <li>• Dictionary</li> </ul>	Comment writers style.
4.5	Explain a writer's style	-Explain a writer's style					Enumerate the structure of a literary work.
4.6	Explain the structure of a literary work.	Explain the structure of a literary work.					

Department/Programme: MASS COMMUNICATION (ND)			
Course: Basic Computer Application for Mass Media II	Course Code: MAC 123	Credit hours:	2 hours/week
Year: ND I Semester 2		Theoretical:	1hour/week
		Practical: 1 hour/ week	
<p>General Objectives:</p> <p>On completion of this course the student should be able to:</p> <ul style="list-style-type: none"> <li>Understand the basic concepts of spreadsheet, database and presentation application</li> <li>Know how to use Spreadsheet program such as Microsoft Excel</li> <li>Know how to use database program such as Microsoft Access for compilation and processing of information</li> <li>Know how to use presentation program (such as Microsoft PowerPoint) in mass media operation</li> <li>Know to use the Internet as a communication and research tool in mass media operations.</li> </ul>			

Theoretical content			Practical Content		
Week	Specific Learning outcomes	Teacher's activities	Specific Learning Outcomes	Teacher's activities	Resources
General Objective 1: Understand the basic concepts of spreadsheet, database and presentation application environments					

1-3	<p>1.0: Describe the functions spreadsheet, database and presentation applications and their possible uses in the mass media operations.</p> <p>1.2 Identify common types of spreadsheet, database and presentation applications use by mass media organisations</p>	<p>Discuss the functions spreadsheet, database and presentation applications and how each is used in mass media operations</p> <p>Describe the specific types of spreadsheet, database and presentation applications use by mass media organisations</p>	<p>Show the functions and applications of spreadsheet, database and presentation softwares in the mass media operations</p> <p>See the common spreadsheet, database and presentation softwares used by the mass media organisations in Nigeria</p>	<p>List the functions and uses of spreadsheet, database and presentation softwares in the mass media operations anatomy of computers</p>	<p>Books, Diagrams/charts, Internet</p>
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	1.3. Explain the working environments of each of the application identified in 1.2.	Describe working environments and interface of each of the application identified in 1.2	See the working environments of each of the application identified in 1.2	Illustrate working environment/ interface of of each of the application identified in 1.2	
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General Objective 2.0: Know how to use Spreadsheet program such as Microsoft Excel					
4-5	2.1 Discuss ways Spreadsheet application are used in mass media. 2.2 Describe application of Spreadsheet programs in compilation, searching and processing of information.	Explain uses of spreadsheet application in mass media Discuss application of Spreadsheet programs in compilation, searching and processing of information.	Show different ways Spreadsheet program are used in TV, Advertising, etc	See different ways Spreadsheet program are used in TV, Advertising, etc	Books, Diagrams/charts Internet, Computer (with Spreadsheet program/application installed)
General Objective 3.0: Know how to use database program such as Microsoft Access for compilation and processing of information					

6-8	<p>3.1 Discuss ways database application are used in mass media.</p> <p>2.2 Describe application of database programs in mass media practices such as newspaper, magazine, radio, TV, internet, advertising etc</p>	<p>Explain ways database program are used in TV, Advertising, etc</p> <p>Discuss Explain uses of spreadsheet application in mass media</p> <p>Discuss application of database programs in in mass media practices such as newspaper, magazine, radio, TV, internet, advertising etc</p>	<p>Show different ways database program are used in TV, Advertising, etc</p>	<p>Demonstrate different ways database program are used in TV, Advertising, etc</p>	<p>Books, Diagrams/charts Internet, Computer (with Database program/ application installed)</p>
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General Objective: 4.0 Know how to use presentation program (such as Microsoft PowerPoint) in mass media operation	
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9-11	<p>4.1 Discuss ways of presentation application such as such as Microsoft PowerPoint are used in mass media.</p> <p>2.2 Describe application of presentation programs in mass media practices such as newspaper, magazine, radio, TV, internet, advertising etc Discuss common on screen elements of</p>	<p>Explain ways of presentation of program and how they are used in TV, Advertising, etc</p> <p>Discuss Explain uses of spreadsheet application in mass media</p> <p>Discuss application of presentation programs in in mass media practices such as newspaper, magazine, radio, TV, internet, advertising etc</p>	<p>Demonstrate production of professional looking presentation s, which can be printed out directly onto slides for use with an overhead projector, displayed directly on a computer screen or via a computerized projector.</p>	<p>Practice how to produce professional looking presentations, which can be printed out directly onto slides for use with an overhead projector, displayed directly on a computer screen or via a computerized projector.</p>	<p>Books, Diagrams/charts, Internet, Computer (with Presentation application installed)</p>	
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General Objective 5.0: Know to use the Internet as a communication and research tool in mass media operations.

11-13	<p>5.1 Explain the term Internet Document</p> <p>5.2 Describe basic components of the internet</p> <p>5.3 Describe the various Internet services</p> <p>5.4 Explain how to use the for information storage, processing and retrieval</p>	<p>Discuss the meaning of Internet the difference</p> <p>Discuss the differences between the World Wide Web (WWW) and the Internet?</p> <p>Explain basic components of the internet.</p> <p>Discuss how to use the internet for information storage, processing and retrieval</p>	<p>Illustrates the basic components of the internet</p> <p>Illustrate the uses of various internet services</p> <p>Demonstrate the application of the internet for information and media content storage, processing and retrieval.</p>	<p>Practice the use of various internet services</p>	<p>Books, Diagrams/charts Computer, Internet, (with appropriate application installed)</p>	<p>Practice the use of various internet services</p> <p>Set questions based on the observations made</p>
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	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	<b>Course Code:</b> MAC 124		<b>Contact Hours:</b>
	<b>Subject/Course:</b> COMPUTER GRAPHICS FOR MASS MEDIA	<b>DUCATION:</b> 3 <b>HOURS/WEEK</b>	<b>SCHEDULE:</b> 1 <sup>ST</sup> <b>SEMESTER</b>	<b>Theoretical:</b> hours/week
	<i>Year:</i> <i>Semester:</i>	<i>Pre-requisite:</i>		<i>Practical:</i> hours /week
<p><b>GOAL:</b> This course is design to enable the understand graphic principles, acquire skills in the use of relevant graphic software and produce graphic materials for the main media</p>				

<p><b>GENERAL OBJECTIVES:</b></p> <ol style="list-style-type: none"> <li>1.0 Know the different types of elements of graphic.</li> <li>2.0 Know the different types of graphic elements used in the mass media.</li> <li>3.0 Know the position of a graphic designer in the production of mass media materials such as newspaper, magazines, books and web etc.</li> <li>4.0 Understand typography and its uses</li> <li>5.0 Know how to analyze paper and ink qualities.</li> <li>6.0 Know different types of layout and designs..</li> <li>7.0 Appreciate graphic design in television.</li> <li>8.0 Know how to prepare simple set designs.</li> <li>9.0 Know how to design captions for television programmes.</li> <li>10.0 Know the uses of graphics in adverts and production</li> </ol>
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	<b>Course: COMPUTER GRAPHICS FOR MASS MEDIA</b>	<b>Course Code: MAC 124</b>		<b>Contact Hours: 3</b>		
				<b>Theoretical: hours/week</b>		
	<i>Year: ND 1</i>	<i>Pre-requisite: - FIRST</i>		<i>Practical: hours /week</i>		
	<i>Theoretical Content</i>		<i>Practical Content</i>			
	<b>General Objective 1.0:</b> Know the different types of elements in graphics and their uses					
<i>Week/s</i>	<b>Specific Learning Outcomes</b>	Teacher's activities	<i>Resources (Theoretical/practical)</i>	<i>Specific Learning Outcomes</i>	<i>Teacher's activities</i>	<i>Evaluation</i>
1	<p>1.1 Define graphics.</p> <p>1.2 Name the elements of graphics in a newspaper, magazine, book, tv, advert PR copy e.g. type faces, illustration, captions logo.</p> <p>1.3 Identify the uses and functions of graphics in the various mass media.</p> <p>1.4 Know the different types of graphic elements used in the Mass Media.</p>	<p>i. Explain graphics.</p> <p>ii. List and define the elements of graphics in a newspaper, magazine, book, tv, advert, PR copy e.g. type faces, illustration, captions logo/</p> <p>iii. Explain the uses and functions of graphics in various mass media.</p>	<p>Books</p> <p>Computers relevant software</p>	<p>Practical not required</p>		
	<b>General Objectives: 2.0 Know</b> the position of a computer graphic designer in the production of mass media material such as newspapers, books, tv, web, etc.					

Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/ practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
2	2.1 Name the professionals involved in producing printed material to be used as a communication material. 2.2 State the functions of each of the professionals named in (2.1) above. 2.3 Define the functions of a graphic designer	i. Explain the three professionals involved in producing printed material. ii. Explain the functions of each professional. iii. Explain the functions of a graphic designer.	Books Computers relevant software			
<b>General Objectives: 3.0</b> Understand typography and its uses						
Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/ practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
3	<b>3.1 Define typography</b> <b>3.2 Identify the uses of typography</b>	1. Explain typography, its importance and uses.	Books Type faces Illustrations			
<b>General Objectives: 4.0</b> Understand the system of measurement of types and type sizes						
Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/ practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
4	5.8 Identify types of measurement 5.9 Identify types of sizes  5.10 Identify the nature and characteristics of typefaces.  5.11 select types of sizes for different purposes	Discuss the nature and characteristics of typeface, by types and sizes	Illustrations Charts  Books Type	See characteristics of sizes and types of face.	Show the nature and characteristics of typeface, by type and sizes	Discuss the nature and characteristics of faces, by types and sizes
<b>General Objectives: 5.0</b> Know the type of paper and ink quality for different purposes						

Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/ practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
5	5.1 Breakdown paper and ink into the various categories.  5.2 Select the right paper and ink qualities for specific jobs.	i. Explain the various categories of paper and ink.  ii. Give guidelines on how to select the right paper qualities for specific jobs.	Papers	Practical not require		

General Objectives:6.0 Know different types of layout and design						
Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/ practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
6	6.1 Identify various types of make-ups, layouts and designs.  6.2 Describe various software for graphics design e.g. Corel, AutoCAD, proportion scale etc.	i. Demonstrate various types of make-ups, layout and design.  ii. Show various tools for graphic designs	Dummy layout sheet, proportion scale			
General Objectives: 7.0 Know the principles and techniques of graphic production						
Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/ practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
7	7.1 Identify different types of posters, leaflets, handbills etc.  7.2 Prepare various sizes and formats for posters, leaflets,	Demonstrate how to prepare various sizes and formats of posters, leaflets, handbills etc.	Posters  Relevant software Books Computers	i. Design different types of posters of posters leaflets, handbills etc.  ii. Demonstrate	Show different types of posters leaflets, handbills	Design different types of posters leaflets, handbills

	<p>handbills etc.</p> <p>7.3 Describe the techniques of production of posters, leaflets, handbills etc</p> <p>7.4 Describe colour separation procedure.</p> <p>7.5 Distinguish between spot colour manual and full colour photographic treatment</p>	Describe the techniques of production of such posters, leaflets, handbills etc.		<p>colour separation procedure.</p> <p>iii. Show the difference between spot colour manual and full colour photographic treatment.</p>	<p>etc.</p> <p>Demonstrate colour separation procedure.</p> <p>Show the difference between spot colour manual and full colour photographic treatment.</p>	
<b>General Objectives: 8.0</b> Appreciate design in television						
<b>Week</b>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<i>Resources (Theoretical/practical)</i>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Evaluation</b>
8	8.1 Explain the differences between graphic design for television news and commercial production	<p>i. Describe differences between design for television production, news and commercial.</p> <p>ii. Explain the inter-relationship between television production news and commercials</p>	<p>Books</p> <p>Computers</p> <p>Relevant software</p>	<p>Show differences between design for television production, news and commercial.</p> <p>Show the inter-relationship between television production news and commercials</p>	<p>Engage students to see the differences between design for television production, news and commercial .</p> <p>Explain the inter-</p>	<p>Enumerate differences between design for television production , news and commercial</p>



					relationship between television production news and commercials	
<b>General Objectives: 9.0</b> Know how to prepare simple set design						
Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
9	Model a simple set design for TV programme.	<ul style="list-style-type: none"> <li>i. Explain how to plan and model simple set design for TV programme.</li> <li>ii. Demonstrate how to construct a basic set design for a simple television programme.</li> </ul>	Books Computers Relevant software	9.1 Role model a simple set design for TV programme.	plan and model a simple set design for TV programme.	plan and model a simple set design for TV programme.
<b>General Objectives: 10.0</b> Know how to design captions for television						
Week	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
10-11	10.1 Identify the 3 dimensional elements in graphics.  10.2 Design caption formats and credits.	<ul style="list-style-type: none"> <li>i. Explain the 3 dimensional elements in graphics</li> <li>ii. Demonstrate caption and credit design formats.</li> <li>iii. Demonstrate how to design basic commercial</li> </ul>	Posters			

	10.3 Design basic commercial advertisements. 10.4 Design basic maps and charts for television	iv. Demonstrate how to design basic maps charts for television v. Demonstrate how to lay out still photographs for television programme.				
<b>General Objectives: 11.0 Know the use of graphics in advertising/public relations</b>						
<b>Week</b>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<i>Resources (Theoretical/practical)</i>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Evaluation</b>
12-14	11.1 Identify the use of graphics in Ad/PR copy. 11.2 Identify the differences between graphic design in advertising/PR and in newspaper and television	i. Demonstrate the use of graphic in Ad/PR copy. ii. Explain the difference between graphic design in advertising/public relations and in newspaper and television	Books Computers Relevant software			

Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 125		Contact Hours/credit unit: 3
<i>Subject/Course: INTERMEDIATE NEWS WRITING AND REPORTING</i>	DURATION: 3 HOURS/WEEK	SCHEDULE: 2 <sup>ND</sup> SEMESTER	<i>Theoretical: hours/week 2</i>

<b>0.0</b>				
Year: ND1	Semester: 2nd	Pre-requisite:		Practical: 1 hours /week
<b>GOAL:</b> This is a continuation of MAC 115 – Introduction to reporting and news writing, The course designed to further expose the student to the general areas of news reporting and the method of dealing with the different news areas				

<b>On completion of this course the student should:</b>
1.0 Know how to handle different types of news events
2.0 Know the potential limitations of reporting
3.0 Appreciate the qualities of a good news copy
4.0 Understand the role of research in reporting
5.0 Understand News Stories
6.0 Know how to write specialized News
7.0 Know how to write the specified type

Course: INTERMEDIATE NEWS WRITING AND REPORTING	Course Code: MAC 125	Contact Hours/credit unit: 3/3
<b>Course Specification:</b>		Theoretical:hours/week
Year: ND 2	Semester:	Practical: hours/week 1
	Pre-requisite:	

	THEORETICAL CONTENT		PRACTICAL CONTENT			
<b>General Objectives 1.0:</b> Know how to handle different types of news events						
Week	Specific Learning Outcome	Teacher's activities	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/ Practical)	Evaluation
1-2	<p><b>News Events</b></p> <p>1.1 Distinguish between the different types of news events and their characteristics e.g. persons and personalities, meetings, conventions, speeches, illness, deaths, disasters, police, crime, court, civil and criminal cases, appeals, elections, government (local, state, national, international, etc).</p> <p>1.2 Compare the problems of covering the different events.</p>	<p>Explain different types of News events and their attendant hazards on the reporter.</p> <p>Compare house styles Link research with News Reporting.</p>	<p>Observe different types of News Suits.</p> <p>Show hazards of News reporting</p> <p>Compare house styles Link research with News Reporting</p>	<p>Assign students to beat in and around the campus Discuss the identified hazards and the way forward.</p> <p>Compare house styles Link research with News Reporting</p>	<p>Digital Audio Recorders</p> <p>Digital Video cameras</p> <p>Reporter's Notebook</p>	<p>Explain different types of News Suits.</p> <p>List hazards of News reporting</p> <p>What is the technical News Copy?</p> <p>Differentiate house styles Link research with News Reporting</p>
<b>General Objective 2.0:</b> Know the potential limitations of reporting						
3-4	<p><b>Limitations</b></p> <p>2.1 Identify the hazards of reporting.</p>	<p>Explain the hazards of reporting.</p>	<p>Illustrate the hazards of reporting.</p>	<p>Guide students in identifying</p>	<p>Field reporting, Internet</p>	<p>Enumerate the hazards of reporting the</p>

	<p>2.2 State the ethical limitations</p> <p>2.3 Explain the legal limitations</p> <p>2.4 Explain the house style.</p> <p>2.5 Use the house style.</p>	<p>Discuss the ethical and legal limitations</p> <p>Discuss the different house styles in operation..</p>	<p>See other ethical limitations from other sources</p> <p>Explore the legal limitations in the house style.</p>	<p>hazardous areas of reporting.</p> <p>Find out the ethical limitations from other sources like the internet</p> <p>Explore the legal limitations in the house style, using internet services.</p>	<p>services</p>	<p>ethical limitations, and the legal limitations</p>
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**General Objectives 3.0: Appreciate the qualities of a good news copy**

5-6	<p><b>News Copy</b></p> <p>3.1 Identify common faults in lead writing.</p> <p>3.2 Define good news copy.</p> <p>3.3 Enumerate the qualities of a good news copy.</p>	<p>Examine common faults in lead writing. Read good news copy in class.</p> <p>Enumerate the qualities of a good news</p>	<p>List common faults in lead writing. Read some good news copies.</p> <p>Enumerate the qualities of a good news copy.</p> <p>Practice how to write a good news</p>	<p>Gather common faults in lead writing. Read good news copies. Guide students to Enumerate the qualities of a good</p>	<p>Magazines, newspapers Writing materials News rooms</p>	<p>Examine common faults in lead writing. Read good news copies.</p> <p>Enumerate the qualities of a good news copy. -write a good news copy.</p>
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	<p>3.4 Explain how to write a good news copy.</p> <p>3.5 Write a good news copy.</p>	<p>copy.</p> <p>Explain how to write a good news copy.</p> <p>Write a good news copy.</p>	<p>copy.</p>	<p>news copy.</p> <p>Explain how to write a good news copy.</p> <p>Write a good news copy</p>		
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<b>General Objectives: 4.0</b> Understand the role of research in reporting						
7-8	<b>Research</b> 4.1 Define Research.  4.2 Explain what research means in reporting.  4.3 State how research can be applied in reporting  4.4 Report a researched news item.	Define Research.  Explain what research means in reporting.  State how research can be applied in reporting  Report a researched item.	Practical not required			Define Research.  How is the two terms related research and reporting.

<b>General Objectives: 5.0</b> Understand News Stories						
9-10	<b>Media Requirements</b> 5.1 Analyse writing news for the radio and television with emphasis on: a) similarities b) differences c) specific devices in writing and	Explain the process of writing news for the radio and television with emphasis on: a) similarities b) differences	Practice writing news for the Newspapers, radio and television with emphasis on: a) similarities b) differences c) specific devices in writing and	Guide students to write news for newspapers, radio and television with emphasis on:	Radio and television, newspapers.	Write news for newspapers radio and television with emphasis on: a) similarities b) differences c) specific devices in

	presentation.	c) specific devices in writing and presentation	presentation	a) similarities b) differences c) specific devices in writing and presentation		writing and presentation
<b>General Objective 6.0:</b> Know how to write specialized news						
11-12	<b>News Stories</b> 6.1 Write news on speeches, releases and interviews  6.2 Cover meetings and conventions.  6.3 Write on ports and markets.  6.4 Write stories on illness, deaths, funerals, etc  6.5 Write on fires, accidents, disease, disasters and crime.  6.6 Write on seasons, the weather, and other natural phenomena.	Explain how to write news on speeches, releases and interviews,  Cover meetings and conventions.  Write on ports and markets.  Write stories on illness, deaths, funerals, etc  Write on fires, accidents, disease, funerals, etc  Write on seasons, the weather, and other natural phenomena.	Practice Writing news on speeches, releases and interviews  Cover meetings and conventions.  Visit ports and markets.  Re-write stories on illness, deaths, funerals, etc  Re- write stories on fires, accidents, disease, disasters and crime.  Re-write stories on seasons, the	Guide students to Practice Writing news on speeches, releases and interviews  Cover meetings and conventions.  Visit ports and markets.  Re-write stories on illness, deaths, funerals, etc  Re- write stories on fires, accidents, disease, disasters and crime.  Re- write stories on	Hospitals, markets places, towns and villages  Hospitals, markets places, towns and villages	Write samples of news on speeches, releases and interviews  .  Write stories on illness, deaths, funerals, , disease, disasters and crime.  Write stories on seasons, the weather, and other natural phenomena.



		disasters and crime.  Write on seasons, the weather, and other natural phenomena.	weather, and other natural phenomena.	fires, accidents, disease, disasters and crime.  Re-write on seasons, the weather, and other natural phenomena.		
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Week	<b>General Objectives: 7.0</b> Know how to write the specialized type of report					
13	<b>Specialised Type</b> 7.1 Write news stories on court proceedings trials and law suits.  7.2 Write news stories on government and politics.  7.3 Write news stories on business, 7.4 industry, agriculture and	Write news stories on court proceedings trials and law suits.  Write news stories on government and politics.  Write news	Visit a court  Practice how to write news stories on court proceedings trials and law suits.  Watch activities on government and politics.  Watch films on	Guide students through activities in column four.	Films , TV, Visit to courts, industries etc.	Write news stories on court proceedings trials and law suits.

	labour.	stories on business, industry, agriculture and labour	business, industry, agriculture and labour activities. Write your observation			
Week	<b>General Objective: 8.0</b> Know how to appreciate prose passages					
14	Appraisal 8.1 Describe the organization of prose passages. 8.2 Assess a writer's treatment of his subject 8.3 Analyse a writer's style	Explain the organization of prose passages, analyze the style and the writer's treatment of his style	Books, new papers			

ND1 SECOND SEMESTER

PROGRAMME: NATIONAL DIPLOMA IN MASS MEDIA

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

COURSE CODE: MAC 126

DURATION: 4HOURS/WEEK

GOAL: This course is designed intended to enable the student acquire the knowledge and skills in public relations practice to improve relationships among people and organizations.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 understand the scope and functions of public relations
- 2.0 know the evolution of public relations
- 3.0 understand the public relations environment
- 4.0 understand the relationship between public relations and persuasion
- 5.0 understand public relations organization
- 6.0 understand the nature of public relations activities
- 7.0 know the tools of public relations
- 8.0 know the public relations consultancy
- 9.0 know the legal environment of public relations

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: PRINCIPLES OF PUBLIC RELATIONS		COURSE CODE MAC 126			CONTACT HOURS/CREDIT UNIT 2/ hrs/week 2	
<b>Course Specification:</b>					Theoretical: hours/week	
YEAR: ND 1 Semester: 2		Pre-requisite:			Practical: hours/week	
WEEK	<b>GENERAL OBJECTIV:</b> 1.0: Understand the scope and functions of public relations					
12- 15	<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>		
<b>General Objectives 1.0:</b> Know how to handle different types of news events						
	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Resources</b>	<b>Evaluation</b>
1-2	1.1 Define public relations as a philosophy of management  1.2 Define public relations as a social institution  1.3 Define public relations as policies/action  1.4 Define public relations as good management	<ul style="list-style-type: none"> <li>Explain the terms to students; public; philosophy, management, the concepts of PR</li> <li>Take time to analyse words and concept of the definitions</li> <li>Explain the nature public relating activities</li> <li>Explain the PR environment</li> </ul>	<ul style="list-style-type: none"> <li>Organize visits to MOCK AGM'S</li> <li>Plan visit to PR organizations</li> </ul>	Guide student in -Organizing the visits to MOCK AGM'S Plan visit to PR organizations	<ul style="list-style-type: none"> <li>Interactive Board</li> <li>Books</li> <li>Journals</li> <li>Periodicals</li> <li>Internet</li> <li>organizations</li> </ul>	write reports On return to PR organization,

	1.5	Define public relations as policies for relations with specific publics					
	1.6	Explain public relations as a function of management and employees					
	1.7	Identify the improper use of public relations					
	1.8	Explain the relationship publicity and Propaganda					
<b>GENERAL OBJECTIVES: 2.0 Know the evolution of public relations</b>							
3-4	2.1	Trace the history of public relations	<ul style="list-style-type: none"> <li>• Explain the origins of PR</li> <li>• Discuss growth of PR today the future prospects</li> <li>• Discuss role of PR in conflict resolution</li> </ul>	<ul style="list-style-type: none"> <li>• Show examples of PR by recalling names &amp; date associated with founder in</li> </ul>	<ul style="list-style-type: none"> <li>• Guide students to See examples of PR by recalling names &amp; date associated with founder in UK, U.S.A etc.</li> </ul>	PR Organizations,	Explain the origins of PR
	2.2	state the current status of public relations with special reference to Nigeria					
	2.3	State the reasons for					

	<p>the growth of public relations and its future</p> <p>2.4 Outline the nature of Public relations in Conflict/crisis/situation</p> <p>2.5 Explain public relations as a component</p>		UK, U.S.A etc.			
<b>GENERAL OBJECTIVES: 3.0 Understand the public relations environment</b>						
	3.1 State public relations trends in the ever changing world	Explain current Trends in PR	<ul style="list-style-type: none"> <li>Students should be able to assayable trends within the discussion and make them their own</li> </ul>	<ul style="list-style-type: none"> <li>Guide students to grasp trends</li> </ul>	<ul style="list-style-type: none"> <li>Books</li> <li>Internet</li> </ul>	Recall and describe in their own works
<b>GENERAL OBJECTIVES: 4.0 Understand the relationship between public relations and persuasion</b>						
6-8	<p>4.1 Define public</p> <p>4.2 Define public opinions</p> <p>4.3 Outline attitudes in opinion formation</p>	Explain the links between Public Opinions of publics Persuasion in shaping behavior	<p>Demonstrate ability to grasp meaning of definition.</p> <p>Watch</p>	<ul style="list-style-type: none"> <li>Lead students to Demonstrate ability to grasp meaning of definition.</li> </ul>	Interactive writing Board Books internet	<p>Differentiates between Persuasion &amp; Propaganda;</p> <p>What is the</p>

	<p>4.4 Outline the formation of public relation</p> <p>4.5 Explain the growth in the power of public opinion</p> <p>4.6 Distinguish between public relations and propaganda and persuasion</p> <p>4.6 Outline the role of public relations in behavioral change</p> <p>4.7 State the laws of public opinion</p> <p>4.8 Define the principles of persuasion.</p>	<p>State the laws of public opinion</p> <p>Define the principles of persuasion.</p>	<p>differences between Persuasion &amp; Propaganda;</p> <p>Watch Public opinion their roles in shaping behavior</p>	<p>Watch differences between Persuasion &amp; Propaganda;</p> <p>Watch Public opinion their roles in shaping behavior</p> <p>Practical not required</p>		<p>role of Public opinion , in shaping behavior</p>
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<b>GENERAL OBJECTIVES: 5.0 Understand public relations in organizations</b>						
	5.1 State the types of public relations in Organizations Internal and External	<ul style="list-style-type: none"> <li>• Explain clearly Types of PR in Internal/External organizations</li> <li>• Basic depts. of PR</li> <li>• PR in corporate organizations</li> <li>• Source of PR budgets</li> <li>• Budgetary methods</li> </ul>	<ul style="list-style-type: none"> <li>• See types of PR in Internal/External organizations</li> </ul>	illustrations stated in specific learning outcomes	<ul style="list-style-type: none"> <li>• Interactive writing Board, students themselves also constitute Resources</li> </ul>	<p>List the basic objectives of public relations departments</p> <p>State the place of public relations in corporate organizations</p>
	5.2 Outline the basic objectives of public relations departments					
	5.3 State the place of public relations in corporate organizations					
	5.4 State the sources of public relations budget					
	5.5 Identify budgetary methods for public relations.					
<b>GENERAL OBJECTIVES: 6.0 Understand the nature of public relations activities</b>						
11	6.1 illustrate the planning and programming of public relations activities	<ul style="list-style-type: none"> <li>• Explain process involved in stated specific learning outcome</li> </ul>		Practical not required	<ul style="list-style-type: none"> <li>• Interactive writing Board and students</li> </ul>	<ul style="list-style-type: none"> <li>• Quizzes</li> </ul>
	6.2 Explain public relations as fact finding,					



	feedback and evaluation 6.3 Evaluation the action and communication processes of public relations					
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**GENERAL OBJECTIVES: 7.0 Know the tools of public relations**

12	7.1 Explain the house organ as a public relations tool  7.2 State other tools of Public relations (e.g Speeches, documentaries news releases, news briefings, news conferences, etc)  7.3 Explain advertising as a Tool of public relations	<ul style="list-style-type: none"> <li>State tools of PR and Role of advertising in PR</li> </ul> Explain advertising as a Tool of public relations	Illustrate tools of PR  Explore different advertising as a Tool of public relations	Cut out speeches, news briefings press release from papers of video sources for analysis  Watch different types of advertisements as a Tool of public relations	<ul style="list-style-type: none"> <li>Newspaper clips, video clips etc</li> </ul> Advertisement s in TV, radio and newspapers	<ul style="list-style-type: none"> <li>Oral Questions shared discussions, critiques etc</li> </ul> Explain advertising as a Tool of public relations
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**GENERAL OBJECTIVES: 8.0 Know the public relations consultancy**

13	8.1 Describe the public relations consultancy  8.2 Explain how the	Describe the public relations consultancy work	Visit the public relations consultancy	Guide students through the visits to public relations	public relations consultancy offices	Describe the public relations consultancy
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	consultant operates	Explain how the consultant operates	offices See how the consultant operates	consultancy offices		Explain how the consultant operates
<b>GENERAL OBJECTIVES:</b> 9.0 Know the legal environment of public relations.						
14	<p>9.1 Analyze the legal environment of public relations practitioners in Nigeria</p> <p>9.2 Explain the public relations officer's access to information and the media.</p> <p>9.3 Explain the public relations officer's lobbying techniques</p> <p>9.4 Explain to what extent the practitioner is a professional</p>	<ul style="list-style-type: none"> <li>• Explain the legal angle to PR</li> <li>• Explain lobby and lobbying methods</li> <li>• Discuss "Professional qualities of a PR person</li> </ul> <p>Explain the public relations officer's lobbying techniques</p> <p>Explain to what extent the practitioner is a professional</p>	<p>Illustrate techniques displayed if sent or specific PR missions</p> <p>Watch the public relations officer's lobbying techniques</p> <p>Demonstrate to what extent the practitioner is seen as a professional</p>	<p>Guide students to relate discussion to the observable world of PR persons</p> <p>Guide students to see the public relations officer's lobbying techniques</p> <p>Illustrate his limit extent the practitioner is a professional</p>	<ul style="list-style-type: none"> <li>• Interactive writing Board Internet</li> </ul> <p>public relations officer's</p>	<p>Describe techniques displayed if sent or specific PR missions</p> <p>What are the public relations officer's lobbying techniques</p>

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 127		Contact Hours/credit unit: 2/2
	Subject/Course: PRINCIPLES OF ADVERTISING	DURATION: 3 HOURS/WEEK	SCHEDULE: 1 <sup>ST</sup> SEMESTER	Theoretical: hours/week
	Year: ND1 Semester: 2 <sup>ND</sup>	Pre-requisite: NONE		Practical: hours /week
<p><b>GOAL:</b> The course is designed to expose the students to the historical development and role of advertising in society as well.</p> <p>It also aims to familiarize the student with types of Advertising as well as the legal, social and ethical environment of advertising.</p>				
<b>GENERAL OBJECTIVES:</b>				
<p><b>On completion of this course the student should:</b></p> <ol style="list-style-type: none"> <li>1.0 Understand advertising.</li> <li>2.0 Know the history of advertising.</li> <li>3.0 Know the roles and structures of advertising agencies, advertisers, media and media independents.</li> <li>4.0 Appreciate the role of advertising in the society.</li> <li>5.0 Understand the various types of advertising.</li> <li>6.0 Understand how psychological motivation influences advertising.</li> <li>7.0 Understand the role of research in advertising.</li> <li>8.0 Understand the legal, social and ethical environment of advertising.</li> </ol>				

	<i>Course: PRINCIPLES OF ADVERTISING</i>		<i>Course Code: MAC 127</i>			<i>Contact Hours:</i> <b>2</b>
	<b>Course Specification:</b>					Theoretical: hours/week
	<b>Year: ND Semester:</b>		<b>Pre-requisite:</b>			Practical: Hours/week
	<b>THEORETICAL CONTENT</b>		<b>PRACTICAL CONTENT N/A</b>			
	<i>General Objectives: 1.0</i> Understand advertising					
<b>Week/s</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources (Theoretical practical)</b>	<b>Evaluation</b>
1	1.1 Define advertising.  1.2 Distinguish between advertising, publicity, public relations and propaganda.	i. Explain the term advertising giving its various definitions  ii. Explain the roles of advertising, publicity, promoting public relations and propaganda showing how they are distinguished from each other		Practical not required		Books Journals Periodicals Internet
	<i>General Objectives: 2.0</i> Know the history of advertising					
2	2.1 Explain the history of	Trace the history of the origin and development of		Practical not required		Books Journals Periodicals

	advertising.	advertising, laying emphasis Journals on the Nigerian situation				Internet
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	<b>General Objectives: 3.0 Know the roles and structure of advertising agencies, advertisers media and media independence</b>					
3-4	<p>3.1 Explain “advertising agency</p> <p>3.2 Explain “advertiser”</p> <p>3.3 Explain “advertising media</p> <p>3.4 Explain ‘media independent’</p> <p>3.5 Describe the organization of a typical advertising agency, advertiser, organization, media and media Independent.</p> <p>3.6 Describe the functions of the advertising agency.</p> <p>3.7 Describe the functions of the advertising unit of an Advertiser organization.</p>	<p>i. Explain the term advertising agency.</p> <p>ii. Explain the term advertiser</p> <p>iii. Explain the term advertising media</p> <p>iv. Explain the term media Independent</p> <p>v. Explain the organizational structures of agencies, advertiser’s organization media houses media independent outfits.</p> <p>vi. Explain the different functions of an advertising agency.</p> <p>vii. Explain the different functions of an advertiser organization</p> <p>viii. Explain the different career prospects in adverting</p>		<p>Practical not required</p> <p>Practical not required</p>		<p>Books</p> <p><i>Journals</i></p> <p>Periodicals</p> <p>Internet</p> <p><i>Journals</i></p> <p>Periodicals</p> <p>Internet</p>

	<p>3.8 Describe the functions of the advertisement/ marketing.</p> <p>3.9 Explain career prospect in advertising</p>					
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<b>General Objectives: 4.0</b> Appreciate the role of advertising in the society						
5-6	Explain the place of advertising within the social structure.	i. Explain the roles that advertising play in society e.g. (Information, awareness, promotion of ideals etc. ii. Explain how advertising and marketing are inter related. iii. Enumerate the conditions that make advertising a strong force in society e.g. (mass production and availability of goods and services, improved consumer awareness and income, shrinking of the global market etc)		Practical not required		Books Journals Periodicals Internet
	Explain the relationship between advertising and marketing.  List the marketing conditions that make advertising a necessity in society			Practical not required		Books Journals Periodicals Internet
<b>General Objectives: 5.0</b> Understand the various types of advertising						
7	5.1 Enumerate the different types of advertising.  5.2 List key advertising	i. Explain the various types of advertising (selective, hard-sell, soft sell, display, classified, local,		Practical not required		Books Journals Periodicals Internet



	<p>media.</p> <p>5.3 Explain the characteristics of the advertising media and the differences between them.</p> <p>5.4 Distinguish between above – the - line and below – the line advertising.</p>	<p>regional, national international etc).</p> <p>ii. Enumerate and classify the major media of advertising (e.g. radio, television, newspaper, magazine, cinema, outdoor, transit, internet etc).</p> <p>iii. Explain the characteristics of various advertising media.</p> <p>iv. Define above- the - line and below - the - line advertising, explaining their respective characteristics.</p>		<p><i>Practical not required</i></p> <p><i>Practical not required</i></p>		
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<b>General Objectives: 6.0 Understand</b> how psychological motivation influences advertising						
8	6.1 Identify the different appeals used in advertising messages.  6.2 Examine the psychological/behavioural pinnings of these appeals and how they determine advertising techniques.	i. Explain the major appeals applied in the formation of advertising messages (value, basic human needs, rational, emotional differences etc)  ii. Explain how psychological factors influence advertising techniques	Books Journals Periodicals 4) Internet			
<i>General Objectives: 7.0 understand the role of research in advertising</i>						
9-10	Define advertising research.  Explain the importance of research in advertising.  Explain the basic methods for conducting advertising research.	i. Explain what is implied by advertising research.  ii. Explain the importance of research in advertising giving reasons.  iii. Explain the various methods of conducting research in advertising	Books Journals Periodicals 4) Internet			
<b>General Objectives: 8.0 Know how to prepare and produce advertising materials</b>						
11-12						

<p>8.1 What is adverting brief</p> <p>8.2 Trace the stages in the preparation of advertising materials for press, magazine, radio, television, outdoor and the internet.</p> <p>8.3 Write and access advert proposal.</p> <p>8.4 Define copywriting.</p> <p>8.5 Define layout.</p> <p>8.6 Prepare simple copy/layout for posters and press advertisements.</p>	<p>i. Identify the various stages of preparing advertising material e.g. planning, research, brain storming, contact reports, designs and illustrations copy, layout, story board production etc.</p> <p>ii. Explain the term copywriting.</p> <p>iii. Explain the term layout and list the various types of layout.</p> <p>iv. Demonstrate how to prepare simple copy and layout for advertisements.</p>	<p>Present stages of preparing advertising material e.g. planning, research, brain storming, contact reports, designs and illustrations copy, layout, story board production etc.</p> <p>-practice copywriting. Illustrate various types of layout. For advertisement</p>	<p><i>Guide students to re-present</i></p> <p>Present stages of preparing advertising material e.g. planning, research, brain storming, contact reports, designs and illustrations copy, layout, story board production etc.</p> <p>-practice copywriting. Illustrate various types of layout. For advertisement</p>	<p>Books Journals Periodicals 4) Internet</p>	<p>Write what to expect in the following stages of preparing advertising material e.g. planning, research, brain storming, contact reports, designs and – with illustrations design a layout, story board</p>
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General Objectives: 9.0 Understand the legal, social and ethical environment of advertising						
13-14	<p>1.1 Examine the legal, ethical and social environment for the advertising of goods and services (with particular emphasis on the Nigerian situation).</p> <p>1.2 Explain “illegal advertisement”</p> <p>1.3 List types/examples of such advertisements.</p> <p>1.4 Explain the need for a code of ethics in advertising.</p> <p>1.5 Examine the Nigerian code of advertising practice.</p> <p>1.6 Explain the roles of regulatory and agency such as Advertising Practicing Council</p>	<p>i. Explain the legal, social and ethical framework for advertising with emphasis on Nigerians.</p> <p>ii. Explain what constitutes illegal advertisement</p> <p>iii. Give examples of such advertisement</p> <p>iv. Explain the major provisions of the Nigerian Code of Advertising Practice</p> <p>v. Explain the history and roles of the listed</p>	<p>Pay visits to some advertising practitioners of Nigeria such as:</p> <p>Council of Nigeria (APCON) professional bodies like</p> <p>Association of Nigeria: OAAN, Advertisers</p> <p>Association of Nigeria (ADVAN) BON – Broadcasting Organizations of Nigeria.</p> <p>Newspaper Proprietors Association of Nigeria (NPAN) Media Independent Practitioners Association .</p> <p>Advertisers Association of Nigeria (ADVAN)</p>	<p>Guide students to visit Council of Nigeria (APCON) professional bodies like</p> <p>Association of Nigeria: OAAN, Advertisers</p> <p>Association of Nigeria (ADVAN) BON – Broadcasting Organizations of Nigeria.</p> <p>Newspaper Proprietors Association of Nigeria (NPAN)</p>	<p>Books Journals Periodicals 4) Internet Playback facilities - advertising practitioners of Nigeria such as: Association of Nigeria: OAAN, Advertisers Association of Nigeria (ADVAN) BON – Broadcasting Organizations of Nigeria. Newspaper Proprietors Association of Nigeria (NPAN)</p>	<p>What do is the Nigerian - Code of Advertising Practice</p> <p>- what constitutes illegal advertisement - Explain the roles of regulatory and agency such as Advertising Practicing Council of Nigeria (APCON) professional bodies like Association of Nigeria: OAAN, Advertisers Association of</p>

	<p>of Nigeria (APCON) professional bodies like AAN Association, of Advertising Practitioners of Nigeria, Outdoor advertising regulatory and professional bodies. Association of Nigeria: OAAN, Advertisers Association of Nigeria (ADVAN) BON – Broadcasting Organizations of Nigeria. Newspaper Proprietors Association of Nigeria (NPAN) Media Independent Practitioners Association of Nigeria (MIPAN) in the central advertising</p>		<p>BON – Broadcasting Organizations of Nigeria. Newspaper Proprietors Association of Nigeria (NPAN)</p> <p>Media Independent Practitioners Association</p>		<p>Media Independent Practitioners Association</p>	<p>Nigeria (ADVAN) BON – Broadcasting Organizations of Nigeria. Newspaper Proprietors Association of Nigeria (NPAN) Media Independent Practitioners Association of Nigeria (MIPAN) in the central advertising practice.</p>
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	practice.					
	1.7 Outline the constraints of consumerism.					

	<i>DEPARTMENT: NATIONAL DIPLOMAL IN MASS COMMUNICATION</i>	<i>Course Code: MAC 211</i>		<i>Contact Hours/credit unit: 2/2</i>
	<i>CourSE: ENGLISH FOR MASS MEDIA III</i>			<i>Theoretical: hours/week</i>
	Year: NDII Semester:	Pre-requisite: - N/A	Practical:	hours /week

**GOAL: This course is designed to enable the student develop skills in the writing of expository prose**

General Objectives:

**On completion of this course the student should:**

- 1 Know the different types of prose
- 2 Know the qualities of a good essay
- 3 Know how to write good and well-ordered essay
- 4 Know the qualities of good style
- 5 Know the elements of style
- 6 Know how to appraise prose
- 7 Know how to take minutes at meetings

8 Know how to summarize

	Course: <i>ENGLISH FOR MASS MEDIA III</i>	Course Code: <i>MAC 211</i>		Contact Hours/credit unit: <i>2/2</i>		
	<i>Course Specification:</i>			<i>Theoretical: hours/week</i>		
	Year: NDII Semester:	Pre-requisite: - N/A	Practical:	hours /week		
	<b>THEORETICAL CONTENT</b>		<b>PRACTICAL CONTENT N/A</b>			
	<i>General Objective 1.0: Know how to take minutes at meetings</i>					
<i>Week/s</i>	Specific Learning Outcomes	Teacher's activities	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical /practical)	Evaluation



1-2	<p>1.1 Identify various types of meetings e.g. Board Meetings, Management Meetings, Editorial Meetings etc.</p> <p>1.2 Write invitations for meeting/agenda and format of minutes.</p> <p>1.3 Prepare template for meetings</p>	<p>Study minutes of different meetings</p> <p>Study scripts of invitations and agenda</p> <p>Show different templates of minutes.</p>	Practical not required		<p>Projector</p> <p><i>Old minutes</i></p>	<p>Assign students to write minutes</p> <p>Hold mock meetings</p>
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<b>General Objective: 2.0 know how to summarize</b>						
<b>Week</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources (Theoretical/practical)</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Evaluation</b>
3-4	<p>2.1 Identify various summary techniques and methods.</p> <p>2.2 Summarize actual passages.</p> <p>2.3 Write executive summary</p>	<p>i. Study samples of summarized articles.</p> <p>ii Study samples of executive brief and summarize actual passages.</p>	<i>Practical not required</i>			<p>Assign students to write minutes</p> <p><i>Hold mock meetings</i></p>
<b>General Objective: 3.0 know the different types of prose</b>						
5	<p><b>Types of Prose</b></p> <p>3.1 Outline the characteristics of each type of prose</p>	3.3 Outline the characteristics of each type of prose				3.4 Outline the characteristics of each type

	3.2 State the functions of each type of prose	State the functions of each type of prose				of prose State the functions of each type of prose
<b>General Objectives: 4.0 know the qualities of a good essay</b>						
<b>Week</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources (Theoretical/practical)</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Evaluation</b>
6-7	<b>Essay qualities</b> 4.1 Define thesis statement 4.2 List steps in organizing an essay 4.3 State the functions of introductory and concluding paragraphs in essays 4.4 List ways of achieving coherence between paragraphs	Explain thesis statement Explain steps in organizing an essay State the functions of introductory and concluding paragraphs in essays <i>List ways of achieving coherence between paragraphs</i>	Practical not required		Samples of essay writing	State the steps in organizing an essay What are the functions of introductory and concluding paragraphs in

						essays
<b>General Objectives: 5.0 know how to write good and well-ordered essays</b>						
8-9	<b>Writing</b> 5.1 Write good essay outlines. 5.2 Write a good introductory paragraph. 5.3 Write effective topic sentences for each paragraph of an essay. 5.4 Write relevant well-constructed sentences to develop the topic sentences.	-explain how to write good essay outlines.  -explain steps in writing good introductory paragraph.  -Write topic sentences for each paragraph of an essay.  -Write relevant well-constructed sentences to develop the topic sentences.	Practical not required			Write topic sentences for each paragraph of an essay.

<b>General Objectives: 6.0 Know the qualities of good style</b>						
<b>Week</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b><i>Specific Learning Outcomes</i></b>	<b>Teacher's activities</b>	<b>Resources (Theoretical /practical)</b>	<b>Evaluation</b>
10	<b>Qualities of Style</b> 6.1 Define style. 6.2 List the qualities of a good style. 6.3 State the elements of style.	Define style. List the qualities of a good style. <i>State the elements of style.</i>	Show different types of style. See the qualities of a good style. <i>Illustrate the elements of style.</i>	Take students to see types of styles, quality of good styles and elements of good styles.	Samples of styles	Define style. List the qualities of a good style.  <i>State the elements of style.</i>
<b>General Objectives: 7.0 Know the elements of style</b>						

11-12	<b>Elements of Style</b> <b>7.0</b> Distinguish between different levels of diction.  7.1 Identify types of sentence structure used in prose passages.  7.2 Explain the figures of speech used in a given passage.  7.3 Explain denotative and connotative use of words in paragraph	Distinguish between different levels of diction. Explain types of sentence structure used in prose passages.  Explain the figures of speech used in a given passage.  Explain denotative and connotative use of words in paragraph	See different levels of diction.  Show types of sentence structure used in prose passages.  Practice the figures of speech used in a given passage.  Practice denotative and connotative use of words in paragraph	Show students different levels of diction.  Show types of sentence structure used in prose passages.  Practice the figures of speech used in a given passage.  Practice denotative and connotative use of words in paragraph	Passages in books	Write an article to show sentence structure used in prose passages  figures of speech used in a given passage,  denotative and connotative use of words in paragraph
General Objectives 8.0: Know how to summarise						
13-14	8.1 Know how to appraise prose passages	Explain the organization of				

8.2 Describe the organization of prose passages	prose passages, Analyse the style and the writers treatment of his subject				
8.3 Assess a writer's treatment and his subject					
8.4 Analyze a writer's style					

PROGARAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 212		Contact Hours/Credit Unit: 2
Subject/Course: INTRODUCTION TO RESEARCH METHODS			Theoretical: Hours/week 1
Year: ND II Semester:	Pre-Requisite:		Practical: Hours/week 1

**GOAL:** This course is designed to introduce the students to the methods/processes of scientific mass communication research, so as to enable them carry out simple independent research project in mass communication

**GENERAL OBJECTIVES:**

At the end of this course, students should:

- 1.0 Know the different ways of acquiring knowledge
- 2.0 Know what research is and its process

- 3.0 Understand the differences between social research and research in the natural sciences
- 4.0 Know the terminologies of social research
- 5.0 Know the methods of social research
- 6.0 Know the sources and types of data
- 7.0 Know the methods of data collection
- 8.0 Know data processing
- 9.0 Know simple statistical measurements
- 10.0 Know how to write and present research report
- 11.0 Understand ethical issues in research

	Course: INTRODUCTION TO RESEARCH METHODS	Course Code: MAC 212		Contact Hours/credit Unit: 2		
				Theoretical: 1 Hours/Week		
	Year: ND Semester:	Pre-Requisite:			Practical: 1 Hours/week	
<b>General Objectives 1.0:</b> Know the different ways of acquiring knowledge						
<b>Theoretical Content</b>			<b>Practical Content</b>			
<b>Week</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources</b>	<b>Evaluation</b>
1-2	1.1 Explain the four ways of knowing 1.2 Describe the role of research in the method of science 1.3 Examine the superiority of science over the others	Explain ways of knowing  Explain the importance of research in the method of science		NA	Books  Computers with appropriate software	Give assignments to students  Grade scripts and



		Explain the characteristics of the science method				return
3-4	<b>General Objectives 2.0: Know the various terminologies related to online journalism practice</b>					
	<p>2.1 Define social research</p> <p>2.2 Describe the process of social research e.g. the research circle</p> <p>2.3 Identify what are involved in the various states of social research</p> <p>2.4 Describe the links between the various stages</p> <p>2.5 Describe the various types of research e. g. descriptive experimental, comparative etc.</p>	<p>Define social research</p> <p>Describe the process from the thinking/idea stage to report presentation</p> <p>Draw the research circle to demonstrate the inter-dependence of the stage involved in social research</p> <p>Explain things involved/activities to be carried out at each stage</p>	NA	NA	<p>Books</p> <p>Computers with appropriate software</p> <p>Books journals and relevant article</p>	<p>Assign tasks to students</p> <p>Return graded scripts</p>
5	<b>General Objectives 3.0: Understand the differences between social science research and research in the natural sciences</b>					
	<p>3.1 Describe the differences between social research and research in natural science.</p> <p>3.2 Identify the limitations of social science research</p>	<p>Highlight the social sciences and natural science</p> <p>Explain differences</p>	NA	NA	Books journals and relevant article	Monitor tasks given to students

	<p>3.3 Distinguish between quantitative and qualitative research</p> <p>3.4 Identify methods of social research e .g surveys, content, analysis, experimental etc.</p>	<p>between the two using examples from both, explain differences in research procedures e .g social environment control vs uncontrolled research</p> <p>Explain limitations in both procedures e. g. generalisability</p> <p>Explain the differences between qualitative and quantitative research</p>				
6	<b>General Objectives 4.0: Know the terminologies of social research</b>					
	<p>4.1 Describe the terminologies of social research.</p> <p>4.2 Explain how to use these terms.</p>	<p>Explain the terms used in social research e. g. samples and sampling, variables population, measurement</p>	NA		Internet	<p>Give assignments to students</p> <p>Grade scripts and return</p>
7	<b>General Objectives 5.0: Know the methods of social research</b>					

	<p>5.1 Define sampling.</p> <p>5.2 Explain the two types of sampling ie. Probability and non-probability</p> <p>5.3 Explain the advantages and disadvantages of the two</p> <p>5.4 Explain the situation when any of them is used in social research</p> <p>5.5 Explain the procedure of sampling</p> <p>5.6 Explain the uses of sampling</p>	<p>Define sampling using examples demonstrate how to draw (procedure) samples e.g. lottery methods, use of sampling frame</p> <p>Explain probability and non-probability sampling</p> <p>Explain the different types of each</p> <p>Explain the situation for using them and their advantages and limitations</p>	NA		<p>Books</p> <p>Rotating drum</p> <p>Hat</p> <p>Class</p> <p>Register</p> <p>Dice</p>	<p>Give assignments to students</p> <p>Grade scripts and return</p>
8	<b>General Objectives 6.0: Know the sources and types of data</b>					
	<p>6.1 Identify the sources of data for research</p> <p>6.2 Explain the role of the library in learning and research</p> <p>6.3 Describe the types of materials available in the library for research e. g book, journals, types</p>	<p>Define data</p> <p>Explain the sources of data</p> <p>Explain the importance of the library</p> <p>Explain the types</p>	NA	NA	<p>Books</p> <p>Computers with appropriate software</p>	

	<p>newspaper and magazine, encyclopedia and other reference materials and how to access them.</p> <p>6.4 Describe the use of oral materials for research</p> <p>6.5 Describe the importance and use of the internet as a source of data for research</p> <p>6.6 Describe the 2 types of data (secondary and primary) and how to obtain them</p> <p>6.7 Explain the importance and limitations of each of them</p>	<p>of materials available in the library</p> <p>Describe the use of oral materials for research</p> <p>Explain the importance of the internet for sourcing materials</p> <p>Explain the two types of data and primary and secondary data</p> <p>Explain their uses</p>				
9	<b>General Objectives 7.0: Know the methods of data collection</b>					
	<p>7.1 Distinguish different types of data</p> <p>7.2 Explain the different methods of collecting data e. g.</p>	<p>Explain different types of data with examples</p> <p>Explain different</p>	<p>See different types of data collection.</p> <p>Design questionnaire</p>		<p>Books</p> <p>Samples of questionnaire coding</p>	<p>Assign tasks</p> <p>Grade</p>

	<p>questionnaire, interview, observation</p> <p>7.3 Describe how to design a questionnaire and coding schedule.</p> <p>7.4 Explain the difference between a research interview and other types of interview e .g journalistic interview</p> <p>7.5 Explain how to administer data collection instruments e.g. questionnaire</p> <p>7.6 Distinguish between participants and non-participant observation</p> <p>7.7 Explain the issues involved in both e. g. how to record data, gain access</p> <p>7.8 Design a simple questionnaire</p> <p>7.9 Administer the questionnaire</p>	<p>data collection instruments: questionnaire, coding schedule, interview, guide</p> <p>Explain question and coding schedule design</p> <p>Explain how to conduct a research interview</p> <p>Explain how to administer a questionnaire</p> <p>difference between participant and non-participant observation</p> <p>Explain how to take notes during an observation study</p>	<p>and administer it</p> <p>Distinguish between participant and non-participant observation, and issues involved in both</p> <p>Design a questionnaire and administer it</p>		<p>schedule</p> <p>Books</p> <p>Journals</p> <p>Articles</p> <p>Computers</p>	<p>scripts and return</p>
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		Give assignment				
	<b>General Objectives 8.0: Know data processing</b>					
10	8.1 Define averages 8.2 Explain percentages 8.3 Explain measures of central tendency e.g mean, mode, median, range and other simple statistical measures 8.4 Use simple statistical measures in data interpretation 8.5 Analyse various types of data	Explain how to organize research data  Explain the use of tables, percentages graphs, bar charts etc	Deduce averages percentages and measures		Books  Journals  Articles  Computers	Assign tasks    Grade scripts and return to students
11	<b>General Objectives 9.0: Know statistical measurements</b>					
	7.1 Explain organization of data 7.2 Explain grouping of data 7.3 Explain tabulation of	Define measurement  Explain average	Organize data  grouping of data  Explain tabulating of	Correctly plan and model a simple set design for TV programme.	Books  Research reports computers with relevant	

	<p>data</p> <p>7.4 Analyse data collected</p> <p>7.5 Present the result of the analysis</p>	<p>percentages</p> <p>Explain measures of central tendency e. g mean, mode, range</p> <p>Explain how to use the statistical measures to interpret and present data</p>	<p>data analyze and present the result</p>		<p>software</p>	
<b>General Objectives 10.0: Know how to write and research report</b>						
12-13	<p>10.1 Explain the general format of a research report</p> <p>10.2 Prepare and foreword approval page title page dedication acknowledgement table of Contents List of illustrations e.g. picture, abbreviation, table, figure introduction arms and objectives limitations and delineation main texts Recommendations and conclusions. The</p>	<p>Explain the organization of research report</p> <p>Explain the importance of each component of the report</p> <p>Explain chapter and chapter titles</p> <p>Explain the differences between summary, recommendation and</p>	NA		<p>Books</p> <p>Research reports</p> <p>Books</p> <p>Research documents</p>	<p>Give group and industrial assignments</p> <p>Grade scripts and return</p>

	<p>Appendix glossary Bibliography/reference.</p> <p>10.3 Explain how to use quotations in the text</p> <p>10.4 Explain the use of footnotes and bibliography</p> <p>10.5 Explain how to write footnotes and bibliography</p> <p>10.6 Outline the use of abbreviation in citation</p> <p>10.7 Explain referencing and citation styles</p>	<p>conclusion</p> <p>Explain how to use quotations in the text</p> <p>Explain the use of footnotes and bibliography</p> <p>Explain how to write footnotes and bibliography</p> <p>Outline the use of abbreviation in citation</p> <p>Explain referencing and citation styles</p>			<p>Books</p> <p>Research documents</p>	
14	<b>General Objectives 11.0:</b>					
	<p>11.1 Define Ethics</p> <p>11.2 Explain plagiarism</p> <p><b>11.3</b> Describe how a researcher can knowingly or unknowingly plagiarise</p>	<p>Define ethics</p> <p>Explain the role of ethics</p> <p>Explain ethical issues in research e.g. plagiarism, copyright</p>	NA		<p>Books</p> <p>Articles</p> <p>Research documents etc.</p>	



PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION

COURSE COPY EDITING

COURSE CODE: MAC 213

DURATION: 3 HOURS/WEEK

GOAL: The course is designed to enable the student acquire the knowledge and skill of editing in processing news, features and programme scripts for both the print and electronic media.

**GENERAL OBJECTIVES:**

On completion of this course, the student should:

- 1.0 Understand what copy (text) editing means.
- 2.0 Appreciate the need for copy editing.
- 3.0 Know how to use the computer for copying editing
- 4.0 Know varieties of copy editing/house styles of media organizations
- 5.0 Know how to edit stories/articles (copies)

ND1 SECOND SEMESTER

	<b>Course:</b> COPY EDITING	<b>Course Code:</b> MAC 213		<b>Contact Hours/credit unit:</b> 3		
	<b>Course Specification</b>			<b>Theoretical: hours/week</b>		
	<b>YEAR: ND SEMESTER:</b>	<b>PRE-REQUISITE:</b>		<b>PRACTICAL: hours/week</b>		
	<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>		
	<b>General Objective 1.0:Understand what copy (text) editing means</b>					
<i>Week/s</i>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<i>Resources (Theoretical practical)</i>	<i>Evaluation</i>
1-2	<p>1.1 Explain copy/sources of raw materials for copy.</p> <p>1.2 Define editing – text editing.</p> <p>1.3 Explain the position and role of a copyeditor.</p> <p>1.4 Identify the position of the copy (news) editor in relation to others in the production process.</p>	<p>Explain copy, list sources of raw materials for copy-news releases, interviews, speeches transcription from monitored events on radio and TV programmes, covered news events</p> <p>Enumerate how to get a copy out of the raw material</p>	<p>Search for sources of raw materials for copy-news releases, interviews, speeches</p> <p>transcription from monitored events on radio and TV programmes, covered news events</p>	<p>Lead students to source for raw materials for copy-news releases, interviews, speeches</p> <p>Transcription from monitored events on radio and TV programmes, covered news events.</p>	<p>Copies of news releases, speeches, radio cassette recorder with cassettes, television monitors with video cassette's and /or VCD etc.</p>	<p>What are the sources of raw materials for copy-news releases, interviews, speeches - transcription from monitored events on radio and TV</p>

	<p>1.5 Describe the process of copy editing – how the editor works.</p>	<p>Explain the functions of a copy editor.</p>	<p>transcription from monitored events on radio and TV programmes, covered news events</p> <p>transcription from monitored events on radio and TV programmes, covered news events</p> <p>transcription from monitored events on radio and TV programmes, covered news events.</p>	<p>transcription from monitored events on radio and TV programmes, covered news events</p>		<p>programme s, covered news events</p>
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<b>General Objectives 2.0:</b> Appreciate the need for copy editing						
<i>Week/s</i>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<i>Resources (Theoretical / practical)</i>	<i>Evaluation</i>
3-5	<p>2.1 Explain what copy editing entails e.g correcting factual and/or grammatical errors, errors of expression, eliminating legal 'trouble spots' like label, slander, marking copies for printers, writing headlines and sub heads.</p> <p>2.2 Identify areas of common errors in writing e.g. preposition, agreement of verbs with subjects' relation of pronoun to antecedents, position of participles in relation to the words they modify, use of punctuations.</p> <p>2.3 Enumerate qualities of a good copy editor e.g.</p>	<p>i. List out and explain the various activities, carried out in copy editing like correcting errors of grammar fact and expression eliminating legal trouble spots such as label, slander, marking copies for printers, writing headlines and sub heads.</p> <p>ii. Show common errors in</p>	<p>Correct common errors</p> <p>transcription</p>	<p>Guide students to practice how to identify and eliminate/correct errors</p> <p>Guide students to practice how to identify and eliminate/correct errors</p>	<p>Text books Newspaper Magazines</p> <p>Text books Newspaper Magazines</p> <p>Text books</p>	<p>Write out common errors in a given passage e.g. preposition, agreement of verbs with subjects, relation of pronoun to antecedents, position of participles in relation to the words they modify,</p> <p>Give and</p>

	<p>qualities of sympathy, insight imagination, balanced mind, ability to work under pressure, good command of the language</p> <p>2.4 Explain the concepts of accuracy, conciseness, coherence, clarity and simplicity in editing.</p> <p>2.5 Carry out assignments on copy editing.</p> <p>2.6 Carry out assignments on copy editing.</p>	<p>writing e.g. remuneration' instead of 'remuneration to enable him to do it instead of doing it, converge on/at rather than converge in.</p> <p>iii. Give and grade several assignments on listing of common writing errors.</p> <p>iv. Give and grade assignments on identification of common errors from copies.</p> <p>v. Highlight and correct identified mistakes.</p> <p>vi. Explain the qualities of a</p>	<p>from monitored events on radio and TV programmes, covered news events</p> <p>transcription from monitored events on radio and TV programmes, covered news events</p>		<p>Newspaper Magazines</p>	<p>grade assignments on qualities of a good copy editor e.g. qualities of sympathy, insight imagination, balanced mind, ability to work under pressure, good command of the language</p>
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		<p>good copy editor (deskman) e.g. balanced mind, imagination, cool headedness under pressure, good sense of judgment, good command of the language, team spirit.</p> <p>vii. Explain the concepts of accuracy, coherence, Coherence, clarity and simplicity in editing.</p>				
<p><b>General Objectives: 3.0 Know how to use the computer to edit copy</b></p>						

<i>Week/s</i>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<i>Resources (Theoretical practical)</i>	<i>Evaluation</i>
<b>6-7</b>	3.1 Identify standard editing symbols/marks 3.2 Explain the meaning of the editing symbols/marks 3.3 Reproducing the editing symbols with their meaning. 3.4 Identify relevant software for copy editing 3.5 Identify appropriate computer editing tools for copy editing. 3.6 Use the computer editing tools to edit copies.	identified areas of mistakes correct areas of mistakes  Explain standard editing symbols as they appear on the computer.	See standard editing symbols/marks  See computer editing symbols and their meaning  Use computer editing tools to edit copies	Guide the students identify standard editing symbols/marks in the computer and relevant software for copy editing	1) Textbooks 2) Newspapers 3) Magazines	
<b>General Objective 4.0:</b> Know varieties of copy editing house styles of different media organizations						
8-10	4.1 Identify media organizations involved in use of editing symbols, e.g	i. Explain the types of organizations involved in	Distinguish between the observed house styles	Guide students in understanding House styles	Textbooks Media organizations	List media organizations involved in use of

	<p>newspaper, magazine, Radio, TV, Book publishing firms.</p> <p>4.2 Identify such media organizations around the locality of the institution.</p> <p>4.3 Explain the copy-editing styles of each organization</p> <p>4.4 Compare each organization's style with others.</p>	<p>employing the use of editing symbols.</p> <p>ii. Introduce student to workspace</p> <p>iii. Give and grade several assignments</p> <p>iv. Correct identified areas of mistakes</p> <p>v. Demonstrate the use of various computer editing tools.</p> <p>vi. . Correct identified mistake.</p>	<p>Identify the work space</p> <p>Visits to organizations to know their editing house style.</p> <p>Compare one house style with another</p>	<p>during visits to various organizations</p> <p>Arrange visits to such organizations to know their editing house styles.</p> <p>Compare one house style with another</p>		<p>editing symbols e.g newspaper, magazine, Radio, TV, Book publishing firms</p>
<p><b>General Objective 5.0:</b> Know how to edit stories (copies)</p>						



11-14	<p>5.1 Practice editing skills.</p> <p>5.2 Edit stories (copies) for newspapers, magazines, radio, and television stations.</p>	<p>i. Give and grade copy editing assignments.</p> <p>ii. Give and grade copy editing assignments for each medium</p>	<p>Practice editing skills.</p> <p>Edit stories (copies) for newspapers, magazines, radio, and television stations</p>	<p>Correct identified mistakes by practicing editing skills for news papers, magazines and the broadcast stations</p> <p>Supervise students in Practicing editing skills.</p> <p>Edit stories (copies) for newspaper, magazines, radio, and television stations</p>	<p>Notebooks Computers Textbooks</p> <p>Newspapers</p> <p>Magazines and other working materials</p>	<p>Practice editing skills</p>
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Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	<b>Course Code:</b> <b>MAC 214</b>		<b>Contact Hours/credit unit:</b>
<b>Subject/Course: FEATURE WRITING</b>	<b>DURATION: 3 HOURS/WEEK</b>	<b>SCHEDULE: 1<sup>ST</sup> SEMESTER</b>	<b>Theoretical: hours/week</b>
<i>Year: 2 Semester: 1<sup>ST</sup></i>	<i>Pre-requisite:</i>		<i>Practical: hours /week 2 UNITS</i>

**GOAL:** This course is designed to enable the student acquire the skills for writing publishable feature articles for newspapers and magazines

#### **GENERAL OBJECTIVES:**

On completion of this course, the student should:

- 1.0 Understand the role of feature articles in journalism.
- 2.0 Know the difference between a feature article and other types of materials in the mass media
- 3.0 Know the stages in writing feature articles.
- 4.0 Know the art of writing feature articles.
- 5.0 State styles in feature article writing.
- 6.0 Understand how to illustrate a feature article.
- 7.0 Know the importance of research in feature writing.

	<b>Course:</b> FEATURE WRITING		<b>Course Code:</b> MAC 214		<b>Contact Hours: 3</b>	
<b>Course Specification: THEORY PRACTICAL</b>					<i>Theoretical: hours/week</i>	
	<b>Year: ND</b>	<b>SEMESTER:</b>	<b>Pre-requisite:</b>		<i>Practical Content 2 HOURS/WEEK</i>	
	<b>THEORETICAL CONTENT</b>		<b>PRACTICAL CONTENT</b>			
	<b>General Objective1.0: Understand the role of feature articles in journalism</b>					
<b>Weeks</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources (Theoretical /Practical)</b>	<b>Quiz</b>
1-2	<p>1.1 Enumerate the role of feature articles</p> <p>1.2 Describe a feature article.</p> <p>1.3 Identify the parts of a feature article</p> <p>Identify the relationship between features and news.</p> <p>Explain different types of features articles</p>	<p>Explain the nature, purpose and function of a feature article.</p> <p>Use various feature articles to explain parts and characteristics of features.</p> <p>Using news stories demonstrate the difference between news and feature and explain the relationship between</p>	<p>Practical not required</p> <p>Practical not required</p>	None	Textbooks Newspapers Magazines	Quiz

		<p>the two.</p> <p>Using different types of features from newspapers and magazine, explain the differences between expository, descriptive, narrative and analytical</p>			<p>Textbooks Newspapers Magazines</p>	<p><i>Quiz</i></p>
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Week	General Objective 2.0: Know the differences between features and other materials in the newspaper					
3-4	<p>2.1 Distinguish the characteristics of feature from other materials - news, editorials, column, supplements etc.</p> <p>2.2 Identify the place of the feature desk in the editorial department</p>	<p>- With the aid of different editorial materials, explain the differences between them and features.</p> <p>- Using a newspaper organogram identify the features desk in the editorial dept.</p>	<p>See Editorial materials,</p> <p>Show the differences between them and features</p> <p>Using a newspaper organogram draw the features desk in the editorial department</p>	<p><i>Guide students to See Editorial materials,</i></p> <p>Show the differences between them and features</p> <p><i>Using a newspaper organogram, draw the features desk in the editorial department</i></p>	<p>Flipchart, board</p> <p><i>Showing, the organogram</i></p>	<p><i>Assignment on drawing an organogram to show the features desk in the editorial department Guide and return to students.</i></p>
Week	General Objective 3.0: Understand the stages in writing features					
5-6	<p>3.1 Describe how to conceive feature ideas.</p> <p>3.2 Identify the sources of feature ideas.</p>	<p>Explain the sources of feature ideas.</p> <p>Explain how to keep records of ideas and process/develop them.</p> <p>Explain the purpose</p>	<p>Show the sources of feature ideas.</p> <p>See how to keep records of ideas and process/develop them.</p>	<p>Show the sources of feature ideas.</p> <p><i>See how to keep records of ideas and process/develop</i></p>	<p>Draft of records</p> <p>Textbooks</p>	<p><i>Write in detail to Explain how to keep records of ideas and process/develop</i></p>

	<p>3.3 Describe how to draw an outline</p> <p>3.5 Describe how to organize information/ materials gathered.</p> <p>3.6 Describe the methods of writing the article</p>	<p>of outline, how to draw it, and the different parts of an outline.</p> <p>Explain the methods of organizing information/material gathered for a feature article.</p> <p>Describe various methods of writing a feature article, e.g. chronological order, anecdotal, climax, anti-climax, logical etc.</p>	<p>Draw up the purpose of outline.</p> <p>Draw the different parts of an outline.</p> <p>Show the methods of organizing information/material gathered for a feature article</p> <p>Practice various methods of writing a feature article e.g. chronological order, anecdotal, climax, anti-climax, logical etc.</p>	<p>Draw up the purpose of outline.</p> <p>Draw the different parts of an outline.</p> <p>Show the methods of organizing information/material gathered for a feature article</p> <p>Practice various methods of writing a feature article e.g. chronological order, anecdotal, climax, anti-climax, logical etc.</p>	<p>Samples of an outline</p>	<p>them. Grade the assignments and discuss outline in class with students.</p>
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Week	<b>General Objectives: 4.0 Understand <i>the art of feature writing</i></b>					
7-8	<p>4.1 Explain the steps in writing a feature.</p> <p>4.2 Describe the parts of a feature article.</p> <p>4.3 Describe how to coherently link these parts.</p> <p>4.4 Explain the devices used in linking ideas., paragraphs.</p> <p>4.5 Describe the qualities of a good feature article.</p> <p>4.6 Explain themes and sub-themes in feature articles writing. Write at least two feature articles</p>	<p>i. Explain the steps in writing a feature.</p> <p>ii. Explain the transitional devices.</p> <p>iii. Describe the qualities of a good feature article.</p> <p>iv. Explain how to develop themes and Sub-themes.</p>	<p>Practical not required</p> <p>Practice feature writing</p>	<p>Guide students to practice feature writing</p>	<p>Books Feature Articles from  Newspapers and  <i>Magazines</i></p>	<p>What are the steps <i>in writing a feature</i> ,  qualities of a good feature article and  the transitional devices.</p>
Week	<b>General Objective 5.0: Understand styles in feature article writing</b>					
9-10	<p>5.1 Define style.</p> <p>5.2 Compare different writing styles. Write</p>	<p>i. Explain different styles</p> <p>ii. Use different</p>	<p>Practice different writing styles.</p>	<p>Assign topics/ issues for practice Supervise</p>	<p>Articles Sample</p>	<p>Assess and Write features articles</p>

	features articles using any of the different styles.	feature articles to illustrate different styles	Write features articles using any of the different styles.	student to Practice writing styles. Write features articles using any of the different styles.	of Magazine s, News papers	using any of the different styles
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<b>Week</b>	<b>General Objective 6.0; Understand how to illustrate a feature article</b>					
11-12	6.1 Describe the use of pictures and other illustrations in features.  6.2 Describe how to use other profiles – tables, diagrams, maps etc.	<i>Explain the various uses of illustrations e.g. maps, pictures etc.</i>	See various pictures and other illustrations in features.  Practice how to use other profiles – tables, diagrams, maps etc.	Provide students with various pictures and other illustrations in features to Practice how to illustrate e.g, maps etc.	Articles  Samples of  <i>Magazines, New S papers</i>	Write features using profiles, tables, diagrams etc.
<b>General Objective 7.0: Know the importance of research in feature writing</b>						
13-14	7.1 Define research.  7.2 Explain the process of research in journalism.  7.3 Explain the sources of materials, e.g. documentation, research, reports, internet, interviews, library.  7.4 Explain the importance of research in feature article writing. Write a researched feature article.	-Identify the sources of materials and information.  Give students assignments/ exercise  Highlight errors, strength and weakness in the assignment	Walk around to see the source of materials and information.  Highlight errors, strength and weakness in a given assignment	Take students through the practical to source for materials and information.  Guide students to Highlight errors, strength and weakness in a given assignment	Books Feature articles from  Newspapers and  <i>Magazines</i>	<i>Highlight errors, strength and weakness in the assignment</i>

<i>Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION</i>		<i>Course Code: MAC 215</i>		<i>Contact Hours/credit unit: 3</i>
<i>Subject/Course: MASS MEDIA &amp; SOCIETY</i>		<i>DURATION: 2 HOURS/WEEK</i>	<i>SCHEDULE: 1<sup>ST</sup> SEMESTER</i>	<i>Theoretical: hours/week 2</i>
<i>Year: ND2</i>	<i>Semester: 1ST</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
<i>GOAL: This course is designed to familiarise the student with the relationships which exist between the mass media, government, and the society</i>				

#### GENERAL OBJECTIVES:

On completion of this course the student should:

- 1.0 Understand the nature and scope of the relationships which exist between the mass media, government, and the society
- 2.0 Understand the characteristics and development of the Nigerian mass media from 1859 to the present time
- 3.0 Understand the nature and structure of media ownership and control
- 4.0 Understand the nature and sources of media power in the society
- 5.0 Know the functions of the mass media in the society
- 6.0 Know the various pressures and influences on the mass media
- 7.0 Know the principles of press freedom
- 8.0 Understand the nature and functions of media regulatory agencies

Course: : <i>MASS MEDIA AND SOCIETY</i>		Course Code: <b>MAC 215</b>		Contact Hours/credit unit 4:4		
Course Specification:				Theoretical: hours/week		
Year: NDII		Semester:		Pre-requisite: -		Practical: hours /week
		<b>THEORETICAL CONTENT</b>		<b>PRACTICAL CONTENT</b>		
<b>General Objective 1.0:</b> Understand the nature and scope of the relationships which exist between the mass media government and the society						
Week	Specific Learning Outcome	Teacher's activities	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Evaluation
1-2	1.1 Explain the normative theories of the press 1.2 Explain the extent to which the theories are applicable to Nigeria 1.3 Outline the principles and forms of state control on the media	i. Explain each of the theories and trace their backgrounds ii. Situate the theories to Nigeria and explain the extent of their applicability to the country iii. Explain the principles and forms of state control on the mass media	Practical not required		Textbooks Journals Newspapers Magazines Internet	What do you understand by normative theories of the press.  Outline the principles and forms of state control on the media

**General Objective 2.0:** Understand the characteristics and development of the Nigerian mass media from 1859 to the present time

3-4	<p>2.1 List the important landmarks in the development of the Nigeria mass media</p> <p>2.2 Describe the characteristics of the Nigeria media</p> <p>2.3 Evaluate the major contributions of leading media organs in the development of Nigeria</p>	<p>Identify some of the important landmarks in the history of the mass media in Nigeria</p> <p>Describe the factors that promoted the development of new media in Nigeria</p> <p>Explain the major contributions of the various media outlets to the development of Nigeria.</p>	Practical not required		<p>Textbooks</p> <p>Journals</p> <p>Newspapers</p> <p>Magazines</p> <p>Internet</p>	Write brief history of the mass media in Nigeria
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**General Objective 3.0:** Understand the nature and structure of media ownership and control

5-6	<p>3.1 Explain types of media ownership and control</p> <p>3.2 Analyse the nature and extent of government and private ownership of the media.</p> <p>3.3 Compare and</p>	<p>i. Explain the different types of media ownership and control in the media industry</p> <p>ii. Analyse the nature and extent of government and private participation in the ownership</p>	Practical not required		<p>Textbooks</p> <p>Journals</p> <p>Newspapers and Magazines</p> <p>Internet</p>	Enumerate types of media ownership and control in the media industry
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	contrast patterns of media ownership in Nigeria and elsewhere in the world (print and broadcast)	and activities of the mass media Compare the system of media ownership and control in Nigeria with what obtains in other countries whose political systems are different from Nigeria's				
<b>General Objective 4.0:</b> Understand the nature and sources of media power in the society						
7-8	4.1 Explain the nature of media power in society 4.2 Explain the sources of media power in society (i.e structural, psychological, normative etc)	Explain the nature of media strength and legitimacy in the society ii Explain the various sources of media power like psychological, structural and normative, sources in Nigeria	Practical not required		Textbooks Journals Newspapers Magazines Internet The constitution Internet declaration	Enumerate the functions of various sources of media power such as psychological, structural and normative, sources in Nigeria
<b>General Objective 5.0:</b> Know the functions of the mass media in the society						
9	5.1 Explain the functions of the media in a	i. Explain the functions of the broadcast and print	Practical not required		Textbooks Journals Newspapers	What are the functions of the

	democracy 5.2 Analyse the performance of the media in a divers/pluralistic society such as Nigeria 5.3 Analyse the performance of the media in Nigeria	media in a democratic setting ii. Explain the operations and performance of the media in a diverse society such as Nigeria iv. Illustrate with examples drawn from colonial, military and civilians regim	Practical not required		and Magazines Internet	broadcast and print media in a democratic setting
<b>General Objective 6.0:</b> Know the various pressures and influences on the mass media						
10-11	6.1 Explain the different pressures, both internal and external, on the media. 6.2 Compare the situation in Nigeria with other countries	Explain the pressure and influences - external, internal and institutional - that impact on the mass media in Nigeria. Compare Nigeria's case with one or two other countries	Practical not required		Textbooks Journals Newspapers Magazines Internet	List the pressure and influences - external, internal, and institutional - that impact on the mass media in Nigeria
<b>General Objective 7.0:</b> Know the principles of press freedom						
12-13	Define press freedom State the various	Explain the concepts of press freedom	Practical not required		Textbooks Journals Newspapers	Describe the social, economic,

	<p>factors, which characterize freedom of the press</p> <p>Identify impediments for freedom of the press in Nigeria</p> <p>Analyse press freedom in Nigeria</p> <p>Explain the freedom of information law</p> <p>Explain the positions of the freedom of information law and the constitutional provisions</p>	<p>i. Describe the social economic, political and other factors that characterise the existence or absence of freedom of the press</p> <p>ii. Identify the various obstacles and constraints to press freedom</p> <p>iii. Iv. Explain the state of press freedom in Nigeria under various regimes</p>			<p>Magazines</p> <p>Internet</p> <p>Copy of FOIL</p> <p>Copy of the continuation</p>	<p>political and other factors that characterise the existence or absence of freedom of the press</p>
<b>General Objective 8.0:</b> Understand the nature and functions of media regulatory agencies						
14	<p>8.1 Define regulatory agencies in the media industry</p> <p>8.2 Identify the functions of bodies like</p>	<p>Explain the concept and philosophy of regulation in the media industry</p> <p>Explain the functions of these</p>	Practical not required		<p>Textbooks</p> <p>Journals</p> <p>Newspapers</p> <p>Magazines</p> <p>Internet</p>	<p>Explain the functions of professional bodies as defined by their establishing</p>

	<p>Nigeria press Council, National Broadcasting Commission Adv(APCON NIPR etc</p> <p>Explain how the activities of these bodies affect operations in the media and society</p>	<p>bodies as defined by their establishing laws</p> <p>Explain the importance of each of these bodies to media operations and societal interest</p>				<p>laws.</p>
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PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION

COURSE TITLE: MASS COMMUNICATION ETHICS

COURSE CODE: MAC 216

DURATION: 2 HOURS/WEEKS

GOAL: This course is designed to acquaint the students with ethical in Mass Communication.

#### GENERAL OBJECTIVES:

On completion of this course, the students should:

- 0.0 Understand the meaning of Ethics
- 1.0 Know the background to development of Ethical theories and the growth of morality,
- 2.0 Analyze the various ethical factors or problems in Mass Communication
- 3.0 Understand the major ethical issues in Nigerian society generally
- 4.0 Understand the conventions guiding Journalist's disclosure of news sources.



PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: PRINCIPLES OF PUBLIC RELATIONS			COURSE CODE MAC 126		CONTRACT HOURS/CREDIT UNIT 2/ hrs/week 2	
YEAR: ND 2 Semester: 1			Pre-requisite:			
COURSE SPECIFICATION: THEORY						
WEEK	GENERAL OBJECTIVES: 1.0 Understand the meaning of Ethics					
K						
	THEORETICAL CONTENT			PRACTICAL CONTENT		
1-4	Specific Learning Objective	Teacher Activities	Specific Learning Objective	Teacher Activities	Resources	Evaluation
	1.1 Define Ethics 1.2 Identify ethical theories				• Textbooks	
<b>GENERAL OBJECTIVES: 2.0</b> Know the background to development of Ethics I theories and the growth of morality.						
5-7	2.1 Identify circumstances under which a journalist may be required to reveal a source of information  2.2 Explain penalties for a journalist who withholds a source of information he has been asked to reveal	<ul style="list-style-type: none"> <li>Explain different circumstances a journalist may be required to reveal the source(s) of his information</li> <li>Explain penalties for a journalists' refusal to reveal the source of information when asked to do so.</li> </ul>	<ul style="list-style-type: none"> <li>Textbooks</li> </ul>			
<b>GENERAL OBJECTIVES: 3.0</b> Know the background to development of Ethical's theories and the growth of morality, including the idea of the 'Good Ethical'						
8-10	3.1 Define ethics and Morality 3.2 Describe ethical theories 3.3 Compare and contrast	<ul style="list-style-type: none"> <li>i. Explain ethics and morality</li> <li>ii. Describe ethical theories</li> <li>iii. Distinguish</li> </ul>			• Textbooks	

	<p>ethical theories in terms of their characteristics and how they have influenced moral thoughts and beliefs over time.</p> <p>3.4 Examine the critical factors which are responsible for the moral development of the individual.</p>	<p>iv. Enumerate the factors responsible for the moral development of the individual.</p>				
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**GENERAL OBJECTIVES: 4.0** Analyze the various, factors and problems in Mass Communication

11-12	<p>4.1 Analyze the moral qualities which a professional mass communicator must have as member of the society</p> <p>4.2 Explain the moral qualities which a professional mass communicator must exhibit in relationships with news sources.</p> <p>4.3 Explain the various ethical issues, the professional mass communicator must take into account in information collection</p> <p>4.4 Explain the ethical issues, which govern the</p>	<p>i. Explain moral qualities expected from a mass communicator and when to put them into use</p> <p>ii. Explain ethical issues necessary for effective news gathering by the mass communicator</p> <p>iii. Explain the ethical issues which should be from the basics of the mass communicator's relationship with all members of the society.</p>			<ul style="list-style-type: none"> <li>Textbooks</li> </ul>	
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	<p>construction and publication of news and other kinds of messages</p> <p>4.5 Analyze the ethical issues that come into play in the communicators relationship with his professional colleagues.</p> <p>4.6 Analyze ethical issues in the communicator's relationship with his employers and employees</p> <p>4.7 Analyze the ethical factors governing the relationship between communicator and audiences</p> <p>4.8 Explain the ethical factors governing the relationship between mass media institutions and other organizations, including government agencies and officials.</p> <p>4.9 Analyze the ethical issues involved in the relationship between mass media organizations</p>					
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	and members of the public					
	4.10 Explain the ethical factors which a mass media organization must take into account in order to maintain its viability as a responsible institution in the society					
<b>GENERAL OBJECTIVES: 5.0</b> Understand the conventions guiding Journalist's disclosure of news sources.						
13-14	5.1 Explain confidential information 5.2 Describe circumstances in which course can or cannot restrain the publication of confidential information	i. Explain ethics and morality ii. Describe ethical theories iii. Distinguish between ethical theories moral thoughts and beliefs iv. Enumerate the factors responsible for the moral development of the individual.			• Textbooks	
<b>GENERAL OBJECTIVES: 5.0</b> Understand the major ethical issues in Nigerian society generally						
	4.1 Enumerate the various ethical issues in Nigeria 4.2 Analyze the relative importance of the ethical issues influencing human behavior and	i. Explain ethical issues peculiar to Nigerians ii. Describe the level to which ethical issues have assisted in			• Textbooks • Journals	

	relationships in the society		the moral development of the Nigerian society				
4.3	Analyze the extent to which ethical issues have contributed to the molding the contemporary Nigeria Society	iii.	Describe how ethical standards can be further enhanced in Nigeria				
4.4	Explain how general ethical issues in the country are related to ethical issue in specific fields of human endeavour, including mass communications.	iv.	Describe the various ways in which thorough professional training, good salary and good conditions of service can be used to maintain and sustain high ethical standards.				
4.5	Explain how ethical problems in Nigeria can be resolved	v.	Enumerate some high standards of ethical performance in mass communication				
4.6	State how high ethical standards can be maintained in Nigeria.						

PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION

COURSE TITLE: BROADCAST PRODUCTION 1

COURSE CODE: MAC 217

DURATION: 3 HOURS/WEEK

SCHEDULE: 1<sup>st</sup> SEMESTER

GOAL: The course is designed to introduce the student to the skills necessary for radio/television productions. It also aims at enabling the student to acquire some basic proficiency in interviewing, presenting, scripting and programme directing.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Understand the process of broadcast production
- 2.0 Understand the responsibilities and functions of a broadcast Production team
- 3.0 Understand the technical aspects of radio/tv production
- 4.0 Know the different types of programme
- 5.0 Understand the languages of radio/television directing
- 6.0 Understand the legal aspects and implications of production
- 7.0 Know how to prepare scripts for radio/television production
- 8.0 Know the basic production techniques of different programmes
- 9.0 Know the professional and ethical codes.

PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION		
COURSE: BROADCAST PRODUCTION 1	COURSE CODE MAC 217	CONTACT HOURS/CREDIT UNIT

					3/ hrs/week 2	
YEAR: ND 2	Semester: 1	Pre-requisite:			Practical/hours/week	
COURSE SPECIFICATION: THEORY				Practical Content		
WEEK	<b>GENERAL OBJECTIVES: 1.0</b> Identify the stages in broadcast production					
K	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning OBJECTIVE	Teacher Activities	Specific Learning Objective	Teacher Activities	Resources	Evaluation
1-2	1.1 Explain the process of radio programme production 1.2 Explain the process of TV programme production 1.3 Describe the functions of operators in a radio/tv production	<ul style="list-style-type: none"> <li>Intimate students with the major phases involved in programmes production.</li> </ul>			<ul style="list-style-type: none"> <li>Textbooks</li> </ul>	
<b>GENERAL OBJECTIVES: 2.0</b> Understand the responsibilities and functions of a broadcast Production team						
3	2.1 Explain the responsibilities of the production team 2.2 List the members of a typical radio/tv production team and Explain their functions.	<ul style="list-style-type: none"> <li>List out the functions of the production team</li> <li>Enumerate members of a typical radio/tv production team and highlight their functions.</li> </ul>			<ul style="list-style-type: none"> <li>Textbooks</li> </ul>	
<b>GENERAL OBJECTIVE 3.0</b> Understand the technical aspects of radio/tv production						
4-5	3.1 Identify the different types of microphones and their uses 3.2 Describe	<ul style="list-style-type: none"> <li>Explain different types of microphones and their uses</li> <li>Explain the</li> </ul>	<ul style="list-style-type: none"> <li>Uni-directional, bidirectional, and omni directional</li> </ul>			

	<p>audio recording equipment and explain the recording process for radio/tv</p> <p>3.3. Explain the types and functions of tv cameras</p> <p>3.4 List major radio/tv production requirements and facilities</p> <p>3.5 Explain a typical radio/tv studio and control room procedures.</p> <p>3.6 Describe the audio/video consoles and explain their operations</p> <p>3.7 Explain the need for acoustics in audio production.</p> <p>3.8 Explain the need for lighting in tv production</p> <p>3.9 Explain the use of special effects in Audio/video production.</p>	<p>recording process for audio and video</p> <ul style="list-style-type: none"> <li>• Arrange a visit to a typical radio/tv station</li> <li>• Describe audio/video recording equipment.</li> </ul>	<p>mics, lapel, boom,shot-gun mics</p> <ul style="list-style-type: none"> <li>• Audio Digital Recording devices</li> <li>• StudioDigital video cam</li> <li>• Floor monitor(s)</li> <li>• Teleprompter</li> <li>• Computers (Laptops)</li> <li>• Audio and video console, studio memory storage devices.</li> </ul>			
<b>GENERAL OBJECTIVE 4.0</b> Know the different types of programme						
6-7	<p>4.1 Identify and explain the different programme types</p> <p>4.2 State the objectives of</p>	<ul style="list-style-type: none"> <li>• Explain the different programme types</li> <li>• Explain the</li> </ul>	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Administrative manual of a typical</li> </ul>			



	each programme types 4.3 Describe the concept of time-belt in programming	objectives of each programme type and the concept of time –belt in programming.	Radio/TV station. • Programme schedule of a typical Radio/TV station.			
<b>GENERAL OBJECTIVE 5.0</b> Understand the languages of radio/television directing						
8	5.1 Give a list of vocabulary on the basic terminology used in radio/tv production  5.2 Demonstrate radio/tv cues and Hand signals  5.3 Explain camera operation and basic shots	<ul style="list-style-type: none"> <li>• Explain vocabulary on the basic terminology used in radio/tv productions</li> <li>• Demonstrate Radio/Tv hand signals</li> </ul>	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Visit to typical radio/TV station</li> </ul>			
<b>GENERAL OBJECTIVE 6.0</b> Understand the legal aspects and implications of production						
9	6.1 Explain copyright clearances, fees, unions, libel, slander, treason etc.	<ul style="list-style-type: none"> <li>• Explain copyright clearances, fees, unions, libel, slander, treason etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Copyright Law</li> <li>• Law books</li> </ul>			
<b>GENERAL OBJECTIVE 7.0</b> Know how to Prepare Scripts for Radio/Tv Production						
10-11	7.1 Explain the need for scripting in radio/tv productions.  7.2 List the different types of scripts needed in radio/tv and their formats	<ul style="list-style-type: none"> <li>• Describe the need for scripting on radio/tv productions. List the different types of scripts needed on radio/tv and their formats</li> <li>• Explain the</li> </ul>	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Typical R/Tv script</li> </ul>	<ul style="list-style-type: none"> <li>• Write different types of R/Tv scripts</li> </ul>	<ul style="list-style-type: none"> <li>• Guide the students on how to write good R/Tv scripts.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate and correct the scripts</li> </ul>

	7.3	Explain the difference between radio and tv scripts.	<p>difference between radio/tv scripts</p> <ul style="list-style-type: none"> <li>• Give out assignments on any of the programme types.</li> <li>• Evaluate the assignment</li> <li>• Call for a correction- session</li> </ul>				
<b>GENERAL OBJECTIVE 8.0</b> Know the basic production techniques of different programmes							
12-	8.1	Explain what to do in preparing for a programme in the area of news	<ul style="list-style-type: none"> <li>• Explain what to do in preparing for a programme in the area of news</li> </ul>	<ul style="list-style-type: none"> <li>• Typical Radio/TV studio</li> <li>• Editing Suites</li> </ul>	<ul style="list-style-type: none"> <li>• Divide class into groups for practical exercises</li> </ul>	<ul style="list-style-type: none"> <li>• Guide the students to Produce and edit different programme types</li> </ul>	<ul style="list-style-type: none"> <li>• Grade the practical exercises</li> </ul>
	8.2	Explain what to know on programmes presentation and arrange for class demonstration of a particular programme.	<ul style="list-style-type: none"> <li>• Explain what to know on programmes presentation and arrange for class demonstration of a particular programme</li> </ul>				
	8.3	Explain the activities involved in post production	<ul style="list-style-type: none"> <li>• Divide the class into groups and let the students produce different programme types</li> </ul>				
	8.3	Explain the editing process and suites.	<ul style="list-style-type: none"> <li>• Assess the productions</li> <li>• Arrange for correction-sessions</li> </ul>				
<b>GENERAL OBJECTIVE 9.0</b> Know the professional and ethical codes.							
13-14	9.1	Explain professional code of practice	<p>i. Describe professional</p>	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Nigeria</li> </ul>			

	9.2 Explain some of the ethics expected of a professional broadcaster	ii. code of practice Explain some of the ethics expected of a professional broadcaster.	Broadcasting code <ul style="list-style-type: none"> <li>• African charter on Broadcasting</li> <li>• Article 19</li> </ul>			
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PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATUION

COURSE TITLE: SPEECH COMMUNICATION

COURSE CODE: MAC 222

DURATION: 2 HOURS/WEEKS

GOAL: This course is designed to familiarize the students with the theories, procedures and practice of effective speech communication.

#### GENERAL OBJECTIVES:

On completion of this course, the students should:

- 0.0 Know the classical theory of rhetoric's
- 1.0 Know how to judge a speech
- 2.0 Know how to analyze the audience and speaking occasion
- 3.0 Know how to select a speech subject and purpose
- 4.0 Understand speech organization and composition
- 5.0 Know the basic sounds of speech
- 6.0 Know how to pronounce correctly
- 7.0 Know how to develop effective speaking voice
- 8.0 Know the principles of effective delivery

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: SPEECH COMMUNICATION		COURSE CODE			CONTACT HOURS/CREDIT UNIT 2/ hrs/week 2	
YEAR: Semester: 2		Pre-requisite:				
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVES:</b> Know the classical theory of rhetorics					
K						
1-2	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
	1.1 Define rhetorics 1.2 Explain the sophist theory 1.3 Explain the “knowledge is eloquent’ theory 1.4 Explain the “able man’s theory.” 1.5 Explain the “methods theory”.	<ul style="list-style-type: none"> <li>Explain the theories of rhetoric, sophist, knowledge is eloquent, able man and method theory</li> </ul>			<ul style="list-style-type: none"> <li>Textbooks</li> </ul>	<ul style="list-style-type: none"> <li>Assign speech exercises, grade and return to students</li> </ul>
<b>GENERAL OBJECTIVE 2.0</b> Know how to judge a speech						
3-4	2.1 Explain oral Communication  2.2 Identify the criteria for Judging a speech  2.3 Explain the steps in speech development	<ul style="list-style-type: none"> <li>Enumerate oral communication steps, speech development</li> </ul>			<ul style="list-style-type: none"> <li>Textbooks</li> </ul>	

<b>GENERAL OBJECTIVE 3.0</b> Know how to analyze the audience and speaking occasion						
5	3.1 Explain the importance of Audience analysis	<ul style="list-style-type: none"> <li>Explain the importance of audience analysis and how to analyze audience</li> </ul>			<ul style="list-style-type: none"> <li>Textbooks</li> </ul>	
	3.2 Explain how to analyze an audience					
	3.3 Explain how to analyze the occasion					
	3.4 Analyze an audience and speaking occasion					
<b>GENERAL OBJECTIVE 4.0</b> Know how to select a speech subject and purpose						
		•		•	•	
<b>GENERAL OBJECTIVE 5.0</b> Understand speech organization and composition						
6-7	5.1 Explain types of speech composition i.e argumentative, descriptive, narrative and expository	<ul style="list-style-type: none"> <li>i. Enumerate types of speech composition i.e argumentative, descriptive, narrative and expository</li> <li>ii. Demonstrate effective intro and sequencing and conclusion of a speech</li> </ul>			<ul style="list-style-type: none"> <li>Textbooks</li> </ul>	
	5.2 Explain how to effectively introduce a speech					
	5.3 Explain the sequence of an effective speech					
	5.4 Explain the value of an effective introduction and conclusion					
	5.5 Carry out the various Types of speech bearing in mind 62-4					
<b>GENERAL OBJECTIVE 6.0</b> Know the basic sounds of speech						

8-9	<p>6.1 Identify consonant sounds</p> <p>6.2 Identify vowel sounds</p> <p>6.3 Identify diphthongs</p> <p>6.4 Identify the phonemes of the English Lang</p> <p>6.5 Write symbols from sounds</p> <p>6.6 Produce sounds from Symbols</p>	<p>i. Explain consonant sounds, vowel sounds, diphthongs, phonemes</p> <p>ii. Demonstrate how to write symbols from sounds</p> <p>iii. Demonstrate how to produce sounds from symbols</p>	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Radio/Cassette Player</li> </ul>			
<b>GENERAL OBJECTIVE 7.0</b> Know how to pronounce correctly						
10	<p>7.1 Explain the received pronunciation model</p> <p>7.2 Pronounce smoothly without hesitation</p> <p>7.3 Use the tone of the voice correctly</p> <p>7.4 Use melody in speech appropriately</p> <p>7.5 Stress words correctly</p> <p>7.6 Pronounce words and sentence using the proper inflection, rhythm, tone etc.</p>	<p>i. Explain with diagram, pronunciation model</p> <p>ii. Demonstrate how to pronounce smoothly without hesitation, correct use of tone of the voice, appropriate use of melody and stress words correctly</p> <p>iii. Give and grade assignments on</p>	<ul style="list-style-type: none"> <li>• Radio/Cassette Player</li> <li>• Language lab.</li> </ul>			

		iv. (i) and (ii)above Correct identified area of pronunciation.				
<b>GENERAL OBJECTIVE 8.0</b> Know how to develop effective speaking voice						
11-12	8.1 Explain the requisites for an effective speaking voice 8.2 Explain how to vary the voice 8.3 Explain the process of voice development 8.4 Use variety in vocal Utterances 8.5 Use acceptable pronunciation	i. Enumerate requisites for effective speaking voice e.g avoid smoking avoid taking cold water before presenting speech etc. ii. Demonstrate how to vary voice iii. Enumerate voice development process iv. Demonstrate variety in vocal utterances and acceptable pronunciation.	Radio Cassette player set	• Listen to students' delivery reevaluate vocalization		• Evaluate voice delivery
<b>GENERAL OBJECTIVE 9.0</b> Know the principles of effective delivery						
13-14	9.1 Identify different types of delivery e.g impromptu, extemporaneous and written	• Explain and demonstrate different types of delivery e.g. impromptu,		• Organize speech occasions, observe student's	• Textbooks • Copies of speeches of history Radio/cassett	

	<p>9.2 Explain how to develop confidence</p> <p>9.3 Explain proper stage conduct i.e eye-contact, gesticulation, articulation, enunciation etc.</p> <p>9.4 Analyze at least five great speeches of history</p> <p>9.5 State the merits of the speeches in 4.4 above Practice Martin Luther king (Junior) style of delivery.</p>	<p>extemporaneous and written</p> <ul style="list-style-type: none"> <li>• Describe and show how to develop poise and confidence</li> <li>• Describe and show to conduct self on stage</li> <li>• Show copies of great speeches like Martin Luther king (junior) speech. "I have a Dream"</li> <li>• Explain how to analyze such speeches</li> <li>• Demonstrate how to analyze such speeches</li> <li>• Highlight the merits of the speeches analyzed</li> </ul>		<p>performance judge</p>	<p>e set.</p>	
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	<b>Course: NEWSPAPER AND MAGAZING PRODUCTION</b>	<b>Course Code:MAC 223</b>		<b>Contact Hours/credit unit:</b>		
				<b>Theoretical: 2 hours/week3</b>		
	<i>Year: Semester:ND</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>		
	<i>General Objective 1:</i>					
	<b>Theoretical content</b>			<b>Practical Content</b>		
<i>Week/s</i>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<b>Specific Learning Outcomes</b>	<i>Teacher's activities</i>	<i>Resources (Theoretical / practical)</i>	<i>Evaluation</i>
1 -2	<p>1.1 Define a newspaper and magazine</p> <p>1.2 Explain the features of a newspaper and a magazine.</p> <p>1.3 List the major divisions in a newspaper and magazine</p>	<p>i Explain the meaning of a newspaper and magazine.</p> <p>ii Describe an outline of a newspaper and magazine and state their types.</p>	<ul style="list-style-type: none"> <li>• Design</li> <li>• Organization outline difference design and layouts</li> <li>• Identify proof reading symbol</li> <li>• Demonstrate preparation of dummy sheets visit newsstand</li> </ul>	<ul style="list-style-type: none"> <li>• Guide students to illustrate organogram, design layout, special device in make up and</li> </ul>	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Newspapers and Magazines</li> <li>• Organogram of a typical magazine or newspaper</li> </ul>	<ul style="list-style-type: none"> <li>• Produce a newspaper and magazine and circulate</li> <li>• Assess Reports from field trips/visi</li> </ul>

	organization.  1.4 Identify the roles and functions of principal officers of a newspaper and magazine house.	iii Explain the characteristics of a newspaper and a magazine.  iv Explain the functions of principal officers of a newspaper and magazine house		<p>stages in printing process</p> <ul style="list-style-type: none"> <li>• Guide students illustrate editing process preparation of dummy sheets page planning show printing materials</li> <li>• Monitor students visit</li> </ul>	er house	t
<b>General Objective 2: Understand the design and make-up of a newspaper and a magazine</b>						
3-4	2.1 Describe the pages and pagination of the newspaper  2.2 Explain space budgeting in	i. Explain the meaning of design and layout and how they are applied in	<ul style="list-style-type: none"> <li>• Identify elements of a pages conduct facility tours</li> <li>• Specify special device in make-</li> </ul>	Produce a newspaper and magazine and circulate	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Newspapers and Magazines</li> </ul>	

	a newspaper.	<p>newspaper and magazine page planning.</p> <p>ii. Explain the elements of a page i.e text, headlines, photo and advert.</p>	up the stages of the printing processes		<ul style="list-style-type: none"> <li>• layout sheets</li> <li>• Computers (with relevant software)</li> </ul>	
5-7	<p>2.3 Describe the design and layout practices in newspaper and magazine production e.g balance, rhythm, unity, contrast, harmony etc.</p> <p>2.4 Explain the elements of a page e.g. text, photo, advert and headlines.</p>	<p>Describe the design and layout practices in newspaper and magazine production e.g balance, rhythm, unity, contrast, harmony.</p> <p>Explain the elements of a page e.g. text, photo, advert and headlines.</p>				Describe the design and layout practices in newspaper and magazine production e.g balance, rhythm, unity, contrast, harmony
	2.5 Explain special devices in magazine make-up indenting,	Explain special devices in magazine make-up				Explain special devices in magazine make-up

	bastardization, etc.  2.6 Explain the design of a newspaper page e.g. vertical, horizontal and modern.	indenting, bastardization, etc.  Explain the design of a newspaper page e.g. vertical, horizontal and modern				indenting, bastardization, etc
<b>General Objective 3: Know various techniques for newspaper</b>						
8-9	3.1 Explain printing: web, off-set colour separation, gravure printing etc.	.i. Explain each of the various modes of printing i.e. letter press web-off set etc  ii Conduct an academic visit to different printing houses for practical explanations on each of the printing mode and facility i.e. newspaper printing house.			<ul style="list-style-type: none"> <li>• Newspaper and Magazine.</li> <li>• Facility tour of printing press</li> </ul>	
<b>General Objective 4: Know the stages involved in the production of a newspaper and magazine</b>						

10-11	<p>1.2 Explain editing, typesetting, layout sheets and proof reading</p> <p>4.2 Explain the materials used in printing i.e. films, plates, ink, photographs etc.</p>	<p>i. Describe the processes of editing designing layout sheets, typesetting, proof reading.</p> <p>ii. Explain use of computer in those processes.</p> <p>iii. Explain the individual steps and materials required for the printing of: a black and white and a colour newspaper and magazine</p>			<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Newspaper and Magazines</li> <li>• Plates, films, and dummy sheets and newsprints</li> <li>• Computer with at least 2 Printers</li> </ul>	
<b>General Objective 5: Understand how to circulate and market a newspaper and magazine</b>						
12-13	<p>5.1 List the methods of newspaper and magazine circulation.</p> <p>5.2 Explain the distribution and marketing of newspaper and magazines</p>	<p>i Explain the pattern of newspaper and magazine distribution in Nigeria.</p> <p>ii Distinguish the market of newspaper and magazine in Nigeria</p>			<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Newspaper and magazine</li> <li>• Internet.</li> </ul>	

		iii Explain the problems of newspaper and magazine distribution and marketing i.e. transportation, unsold copies remittances, etc				
	5.3 Distinguish the market for newspaper and magazine					
	<b>General Objective 6: Understand the future of the print media in the context of changing economy, technology and society</b>					
14	6.1 Outline how changes in technology affect the processes of newspaper and magazine production  6.2 Outline how changes in the economy affect the newspaper and magazine business.  6.3 Analyse how social, economic and political factors affect the print media.	i Explain the various changes in technology and demonstrate how they have affected the production of newspaper and magazine.  ii Examine the implications of the changes in the economy on the newspaper and magazine business.			• Textbooks	

		iii Explain the extent to which political and social factors in the society impact on the operations of the print media				
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	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	<b>Course Code:</b> MAC 224		<b>Contact Hours: 3</b>
	<b>Subject/Course:</b> PHOTOGRAPHY AND PHOTO JOURNALISM	<b>DUCATION: 4 HOURS/WEEK</b>	<b>SCHEDULE: SEMESTER</b>	<b>Theoretical: hours/week</b> <b>2</b>
	<i>Year: ND2 Semester: 1st</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
<b>GOAL:</b> The course is designed to give the students knowledge of photography, process of photo production and use of the camera.				

<b>GENERAL OBJECTIVES:</b>
<b>On completion of this course the student should:</b>
1.0 Know the history of photography.
2.0 Know the types and parts as well as models of cameras.
3.0 Understand the photographic process.
4.0 Know camera manipulation
5.0 Know darkroom procedure



Course: : PHOTOGRAPHY AND PHOTO JOURNALISM		Course Code: MAC 224		Contact Hours: 3		
Course Specification: THEORY/PRACTICAL						
<i>I-</i>	Year: ND 2	Pre-requisite: - N/A	Practical: hours /week			
	Theoretical Content	Practical Content N/A				
<b>General Objective 1.0:</b> Know the history of photography						
Week/s	Specific Learning Outcomes	Teacher's activities	Resources (Theoretical/ practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
1-3	<p>1.1 Trace the evolution of Photographing.</p> <p>1.2 Describe the development of the camera.</p> <p>1.3 Explain use of photography.</p> <p>1.4 Highlight the development of photography in Nigeria. X-ray the use of photographs in the mass media.</p>	<p>v. Explain the development of the camera and Photography.</p> <p>v. Explain the use of photography in Newspaper/Magazine production.</p>	<p>Textbooks Cameras  Newspaper/Magazine  Camera Computer Color printer Scanner</p>	<p>Differentiate between types of cameras</p> <p>Identify lenses</p> <p>Recognize different functions of the parts of the camera</p> <p>Classify characteristics of light</p> <p>Demonstrate effects of lights</p>	<p>Guide students through specific learning outcomes</p> <p>Guide students to take action pictures</p>	

				on exposure		
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General Objective: 2.0 Know the types and parts as well as models of cameras.						
4-6	<p>2.1 Identify different types of cameras.</p> <p>2.2 Identify different camera models.</p> <p>2.3 Identify the parts of a camera.</p> <p>2.4 Explain the functions of the parts of the camera.</p>	<p>i. Describe the parts of a camera.</p> <p>ii. Explain types and models of camera.</p> <p>iii. Explain the functions of the parts of camera.</p>	<p>Numbers of 35mm photographic cameras with <b>lens</b></p> <p>Wide-Normal zoom</p> <p>Normal-long zoom. Telephoto zoom</p>	<p>Demonstrate various camera settings</p> <p>Identify picture composition elements</p>		Digital Single Lens Reflex (DSLR)
General Objectives: 3.0 Understand the photographic process						
7-9	<p>3.1 Explain the nature of light.</p> <p>3.2 Analyze basic principles of light.</p> <p>3.3 Explain what happens when objects are moved closer or farther away from the source of light i.e illumination, fall-off.</p> <p>3.4 Describe the changes that take place when light meets a surface.</p> <p>3.5 Explain what happens when light passes through a camera lens.</p> <p>3.6 Describe the photographic</p>	<p>i. Explain basic principles and nature of light.</p> <p>ii. Describe effects on objects when moved closer and farther away the source of light.</p> <p>iii. Explain in general the role of light in photography.</p> <p>iv. Demonstrate in depth the photographic process.</p> <p>v. Demonstrate effects of light on exposure.</p>	<p>Textbooks</p> <p>Cameras</p> <p>Printers</p> <p>Computer with software</p>			

	process.					
	3.7 Explain how light affect exposure					

	<b>General Objectives: 4.0 Know</b> camera manipulation					
10-11	4.1 Explain focal length and shutter speed setting.  4.2 Explain the nature elements of composition  4.3 Explain the elements of picture composition take pictures that tell stories	Explain lighting system in photography. Demonstrate the process involved in printing/display of photograph.	Cameras and white processing 42 color printers (300dpi) 4 photo studio lights			
	<b>General Objectives: 5.0 Know</b> dark room procedure					
12-13	5.1 Explain darkroom procedure. 5.2 Mix the chemical solutions, developer and fixer (hypo)  5.3 Test solutions for appropriate temperature.  5.4 Develop films and print photographs.  5.5 Dry and trim prints to appropriate sizes	i. Explain procedures in the darkroom. ii. Describe and show how chemical solutions are mixed. iii. Explain appropriate focal setting and shutter speed. iv. Show how to develop film print, dry and trim to size. v. Demonstrate and show how to test solution, for required temperature. vi. Give assignments	Camera Photo papers Photo enlarger Paper shearing machine Developer, fixer, time, scissors, washing basins, thermometers, developing tanks			
	<b>General Objective: 6.0 Know how to communicate with photographs</b>					
14	6.1 Select successful prints and arrange them in order of sharpness.	i. Explain how to sort out good prints. ii. Explain why a	Photo albums Scissors machine Newspapers and			

	<p>6.2 Select the print most suitable for a particular story.</p> <p>6.3 Crop, scale and caption.</p>	<p>print is preferable to the other in story.</p> <p>iii. Describe how to crop, scale write caption.</p>	Magazine Scanners			
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PROGRAMME: MASS COMMUNICATION

COURSE TITLE: BROADCAST PRODUCTION II

COURSE CODE: 225

DURATION: 3 HOURS/WEEKS

GOAL: This course is designed as a follow-up to broadcast production 1, and is aimed at giving the students the necessary skills for producing basic radio and television programme

#### GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know how to plan a basic radio and television programme
- 2.0 Know how to prepare scripts for radio and television programme
- 3.0 Know how to present programmes for radio and television
- 4.0 Know how to produce and direct programmes for radio and television
- 5.0 Know how to handle outside broadcast
- 6.0 Know how to put finishing touches on produced programmes for television and radio
- 7.0 Understand audiences research techniques.

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: BROADCAST PRODUCTION II		COURSE CODE MAC 225			CONTRACT HOURS/CREDIT UNIT 3/ hrs/week 2	
YEAR: 400 Semester: 2 <sup>ND</sup>		Pre-requisite:				
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVE:</b> 1.0 Know how to plan a basic radio and television programme					
K						
	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation

1-2	<p>1.1 Conceptualise a programme bearing in mind a specific message</p> <p>1.2 Determine the audience</p> <p>1.3 Establish the production elements and limitations</p> <p>1.4 Hunt for appropriate talents</p> <p>1.5 Establish appropriate venue or location for outside production</p> <p>1.6 Make an appropriate budget for production</p>	<ul style="list-style-type: none"> <li>- Explain how to conceptualise a programme for specific messages</li> <li>- Explain how to determine the target audience for a programme</li> <li>- Explain production elements and their limitations</li> <li>- Explain how to hunt for talents</li> <li>- Explain how to establish appropriate location</li> <li>- Describe props and explain how to determine the right props.</li> <li>- Explain the factors to put into consideration in preparing production budget and give assignments on budget preparation</li> </ul>		<ul style="list-style-type: none"> <li>- Plan basic radio and television programme</li> </ul>	Guide students to plan radio/TV programmes	Books Journals Internet
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<b>GENERAL OBJECTIVE: 2.0 Know how to prepare scripts for radio and television programmes</b>						
3-4	2.1 Prepare a programme script with a focus 2.2 Script a programme logically, clearly and simply. 2.3 Script a programme using the appropriate format 2.4 Script a programme leaving room for adaptations 2.5 Draw a production script 2.6 Mark out a shooting script	<ul style="list-style-type: none"> <li>- Explain how to prepare a programme script, ask students to write clear, simple and logical scripts, using appropriate examples for radio and television.</li> <li>- Explain how to write a script that can be adapted for the broadcast media</li> <li>- Describe how to prepare a production script</li> <li>- Explain how to mark out a shooting script</li> <li>- Differentiate between radio/TV scripts</li> </ul>	Preparation of scripts for radio /TV programme	- Prepare scripts for radio/TV programme	- Preparation of scripts for radio /TV programme	Preparation of scripts for radio /TV programme
<b>GENERAL OBJECTIVE : 3.0 Know how to present programme for radio and television</b>						
5-6	3.1 Deliver a programme with confidence and poise 3.2 Present a programme in such a way as to reach audience effectively with the message 3.3 Portray the policy of the station and the audience needs 3.4 Present regular programme such as news, talk shows, musical variety, interviews etc.	<ul style="list-style-type: none"> <li>- Explain how to deliver a programme with confidence and poise</li> <li>- Describe how to present a programme that can effectively reach the audience</li> <li>- Explain how proper</li> </ul>		- Present programmes for radio/TV programmes	- Guide students to present programme for Radio/TV Guide students to identify the target audience	Book Microphones <ul style="list-style-type: none"> <li>- Audio Mixers</li> <li>- Vison mixers</li> <li>- Music</li> <li>- Computer</li> </ul> - Studio

	3.5 Present special programmes such as continuity, sports, ceremonials commentaries, documentations etc.	<p>presentation can portray the policy of the station and audience need</p> <ul style="list-style-type: none"> <li>- Describe how to present news, talk shows, interviews, etc</li> <li>- Describe how to present special programmes</li> <li>- Demonstrate presentation of these programmes in the studios</li> </ul>				
<b>GENERAL OBJECTIVE: 4.0</b> Know how to produce and direct programmes for radio and television						
7-8	<p>4.1 Mobilize resources for the production of regular radio and television programmes such as news, talk show, drama, muscials, documentaries etc.</p> <p>4.2 Utilize resources for optimum production</p> <p>4.3 Convert message into picture using the production script</p> <p>4.4 Control production process through effective directing</p> <p>4.5 Assign responsibility appropriately and with clear cut directives</p> <p>4.6 Produce a model programme</p> <p>4.7 Direct a model programme</p> <p>4.8 Rehearse programmes before production</p>	<ul style="list-style-type: none"> <li>- Explain resources can be mobilized for radio and TV programme production</li> <li>- Describe how these resources can be utilized to produce broadcast programmes.</li> <li>- Demonstrate how messages can be converted into pictures</li> <li>- Demonstrate how a programme can be effectively directed</li> <li>- Explain how responsibilities</li> </ul>		<ul style="list-style-type: none"> <li>- Produce programme for radio/TV programme</li> </ul>	Supervise programmes production	Books Vision Mixer Audio Mixer

		<p>can be assigned</p> <ul style="list-style-type: none"> <li>- Ask the student to produce model programme</li> <li>- Demonstrate how the student can direct a model programme</li> <li>- Explain how programme are rehearsed before production</li> </ul>				
<b>GENERAL OBJECTIVE: 5.0 Know how to handle outside broadcast</b>						
9-10	<p>5.1 Analyse the problems of outside broadcast coverage</p> <p>5.2 Research an event receiving outside broadcast coverage</p> <p>5.3 Coordinate an outside broadcast and practical</p> <p>5.4 Determine the logistics for an outside broadcast</p> <p>5.5 Control an outside broadcast</p> <p>5.6 Comment and report on outside events</p> <p>5.7 Use the facilities of the outside broadcast van for production</p>	<ul style="list-style-type: none"> <li>- Analyse the problems of outside broadcast coverage</li> <li>- Explain how to conduct research on an event for outside broadcast coverage</li> <li>- Describe how to coordinate an outside broadcast</li> <li>- Explain how to determine the logistics for out broadcast</li> <li>- Describe how to control outside broadcast</li> <li>- Explain how to comment and report on outside</li> </ul>		<ul style="list-style-type: none"> <li>- Practice how to hand OB</li> </ul>	<p>Demonstrate the workings of an OB Van</p>	

		<p>broadcast</p> <ul style="list-style-type: none"> <li>- Explain how to use the facilities of outside broadcast van for production</li> </ul>				
<b>GENERAL OBJECTIVE: 6.0 Know how to put finishing touches on programme for transmission</b>						
11-12	<p>6.1 Edit programmes for radio and television</p> <p>6.2 Insert special effects on programmes for radio and television</p> <p>6.3 Present a properly finished production for radio and television</p> <p>6.4 Mix sound in editing</p> <p>6.5 Dub Programmes</p>	<ul style="list-style-type: none"> <li>- Demonstrate in the studio how to edit programme</li> <li>- Demonstrate how to insert special effects in programmes</li> <li>- Demonstrate how to present a programme</li> <li>- Demonstrate how to mix sounds in editing</li> <li>- Demonstrate how to dub programmes</li> </ul>		<ul style="list-style-type: none"> <li>- Design an audience research proposal</li> </ul>	<ul style="list-style-type: none"> <li>- Ask students to design audience research proposal.</li> </ul>	
<b>GENERAL OBJECTIVE: 7.0 Understanding audience research techniques</b>						
13-14	<p>7.1 Describe various broadcast research methods</p> <p>7.2 Explain audience characteristics</p> <p>7.3 Explain the link between characteristics and programme schedule</p> <p>7.4 Design a basic audience research proposal for a local programme</p>	<ul style="list-style-type: none"> <li>- Explain different broadcast research methods</li> <li>- Describe how audience characteristics affects or determine programme schedule</li> </ul>				

		<ul style="list-style-type: none"><li>- Explain how a basic audience research proposal can be designed</li><li>- Ask students to design an audience research proposal for a local programme</li></ul>				
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PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATUION

COURSE TITLE: MASS COMMUNICATION LAWS

COURSE CODE: MAC 226

DURATION: 2 HOURS/WEEKS

GOAL: This course is designed to acquaint the students with the legal sanctions and constraints on Mass Communication.

**GENERAL OBJECTIVES:**

On completion of this course, the students should:

- 1.0 Understand the meaning of law and the law of defamation
- 2.0 Know the major criticisms against the law of libel and its defenCe
- 3.0 Understand the law of sedition
- 4.0 Understand contempt of court
- 5.0 Know restrictions on reportage of court proceedings
- 6.0 Understand the law of copyright
- 7.0 Know the Official Secrets Act
- 8.0 Know the restrictions on invasion of privacy
- 9.0 Know the of FOI Law

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION		
COURSE: MASS COMMUNICATION LAW	COURSE CODE MAC 226	CONTACT HOURS/CREDIT UNIT 2/ hrs/week 2
YEAR: ND 2 Semester: 2	Pre-requisite:	
COURSE SPECIFIFCATION: THRORY		
WEE K	<b>GENERAL OBJECTIVES:</b> 1.0 Understand the meaning of law and the law of defamation	

	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
1-2	1.1 Define law 1.2 Define defamation, libel and slander 1.3 Distinguish between libel and slander 1.4 Identify important elements of libel 1.5 Identify types of libel	i. Define law ii. Explain reasons for knowledge of law in mass communication iii. Define and distinguish between defamation, libel and slander iv. Explain types of libel v. Show libel cases in Newspapers	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Newspaper</li> <li>• Constitution</li> <li>• Law Reports</li> <li>• Related</li> <li>• Legal documents</li> </ul>			
<b>GENERAL OBJECTIVES 2.0</b> Know the major criticisms against the law of libel and its defence						
3-4	2.1 List the various criticisms against the law of libel  2.2 List the various defences in libel; a) Fair comment b) Rolls of plea c) Public interest d) Privilege	i. Explain opposition and criticisms against the law of libel  ii. Explain types of defences in libel e.g fair comment, public	<ul style="list-style-type: none"> <li>• Textbooks</li> <li>• Newspaper</li> </ul>			

	2.3 Explain the defences	<p>interest, privilege etc</p> <p>iii. Using newspapers or magazines show evidence of past libel cases.</p>				
<b>GENERAL OBJECTIVES 3.0 Understand the law of sedition</b>						
5	<p>3.1 Define sedition</p> <p>3.2 Examine the law of sedition in Nigeria</p> <p>3.3 Explain criminal libel</p>	<p>i. Explain sedition</p> <p>ii. Explain how the law of sedition operates in Nigeria</p> <p>iii. Explain the criminal aspect of libel</p>	<ul style="list-style-type: none"> <li>• Textbooks</li> </ul>			
<b>GENERAL OBJECTIVES 4.0 Understand contempt of court</b>						
6-7	<p>4.1 Define contempt of court</p> <p>4.2 Identify kinds of Contempt</p> <p>4.3 Explain sanctions that may be imposed by the court</p>	<p>i. Explain contempt of court</p> <p>ii. Explain different kinds of contempt</p> <p>iii. Enumerate the dos and don'ts in court</p> <p>iv. Describe penalties and sanctions be imposed that can</p>	<ul style="list-style-type: none"> <li>• Textbooks</li> </ul>			



		by the courts.				
<b>GENERAL OBJECTIVES 5.0</b> Know restrictions on reportage of court proceedings						
8-9	<p>5.1 Identify the restrictions on reporting of divorce and ancillary proceedings.</p> <p>5.2 Enumerate the restrictions on the reporting of proceedings involving children</p> <p>5.3 Outline the restrictions on the reporting of indecent details, proceeding in chambers etc</p> <p>5.4 Explain the restrictions on the taking of photographs in court.</p>	<p>i. Explain the various restrictions on news gathering and reporting in Nigeria</p> <p>ii. Describe restrictions on court proceedings e.g divorce, children, indecent details etc.</p> <p>iii. Explain other restrictions in court proceedings such as taking of photographs etc.</p>	<ul style="list-style-type: none"> <li>Textbooks</li> </ul>			
<b>GENERAL OBJECTIVES 6.0</b> Understand the law of copyright						
10-11	<p>6.1 Define copyright</p> <p>6.2 List the legal restrictions of musical, dramatic and artistic works</p> <p>6.3 Explain copyright in news, title, nom de</p>	<p>i. Explain copyright</p> <p>ii. Explain copyright restrictions of musical, dramatic and artistic works</p>	<ul style="list-style-type: none"> <li>Textbooks</li> </ul>			

	plume etc. 6.4 Explain copyright in works of employees 6.5 Describe remedies for infringement of copy right 6.6 Explain period, ownership and transfer of Copyright.	iii. Explain copyright in title, works of employees iv. Explain compensation for infringement of copyright. v. Explain use, ownership, transfer of copyright.				
<b>GENERAL OBJECTIVES 7.0 Know the restrictions on invasion of privacy</b>						
12	7.1 Define official document. 7.2 Describe some offences that can arise from snooping 7.3 Explain situations in which invasion of privacy may be justified.	i. Describe official documents ii. Describe documents a reporter can have access to iii. Describe documents a reporter cannot have access to: iv. Explain why a reporter should not demand to see certain documents.	• Textbooks			
<b>GENERAL OBJECTIVES 8.0 Know the restrictions on invasion of privacy</b>						
	1.1 Define snooping	i. Explain				

13 14-15	1.2 Describe same offences that can arise from snooping  1.3 Explain situations in which invasion of privacy may be justified.	snooping and the likely offences that may arise from it  ii. Explain invasion of privacy and the situations for its occurrence  iii. Describe how some situations may justify invasion of privacy  iv. Describe areas that are prohibited to the reporter and explain reasons for the prohibition.				
<b>GENERAL OBJECTIVES 9.0 Know the FOI Law</b>						
14	9.1 Define FOI 9.2 Trace the history of FOI Law 9.3 Discuss the provisions of FOI Law and Official secrets Act.	Define FOI Trace the history of FOI Law Discuss the provisions of FOI Law and Official secrets Act.				Define FOI Trace the history of FOI Law

	MASS COMMUNICATION ND	Course Code: MAC 227		Contact Hours/Credit Unit: 2
	Subject/Course: INVESTIGATIVE AND INTERPRETATIVE REPORTING			Theoretical: Hours/week 1
	Year: ND Semester:	Pre-Requisite:		Practical: Hours/week 1

**GOAL:** This course is designed to impart in the student the principles of gathering materials and writing in depth about government, politics, social problems and other current issues. It also examines the implications of these issues on the relevant segments of the society.

**GENERAL OBJECTIVES:**

At the end of this course, students should:

- 1.0 Understand the principles of investigative reporting
- 2.0 Know how to conduct investigations
- 3.0 Know how to present investigative reports
- 4.0 Understand the principles of interpretative reporting
- 5.0 Understand how to interpret news situations and events
- 6.0 Know how to present interpretative reports

	Course: INVESTIGATIVE AND INTERPRETATIVE REPORTING	Course Code: MAC 227			Contact Hours/credit Unit: 2	
					Theoretical: 1 Hours/Week	
	Year: ND 1 Semester: 2nd	Pre-Requisite:			Practical: 1 Hours/week	
<b>General Objectives 1.0: : Understand the principles of investigative reporting</b>						
<b>Theoretical Content</b>			<b>Practical Content</b>			
<b>Week</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources</b>	<b>Evaluation</b>
1-3	1.1 Define investigative reporting 1.2 State the purposes of investigative reporting 1.3 Examine issues which most often lend themselves to investigative reporting e.g. government policies, tax evasions, disasters, epidemics etc. 1.4 Describe the process of investigative reporting	i. Explain what interpretation means ii. Explain the importance of investigative reports in mass communication iii. Explain situations which provide grounds for investigative	- List the principles of investigative reporting - Enumerate situations that lend themselves to investigative reports	Discuss principles of investigative reporting	Books Mass Media personal source Internet Journals	Quiz

	<p>e.g. research, interview, independent probe etc.</p> <p>1.5 Explain the ethical implications of investigative reporting</p> <p>1.6 Explain the legal implications of investigative reporting</p>	<p>reporting e.g. government activities, tax evasion, disasters, epidemics social upheavals etc.</p> <p>iv. Explain the steps involved in investigating reports(research , interviews, independent probe etc)</p> <p>v. Explain the ethical consideration in investigative reporting</p> <p>vi. Explain the legal implication or limitation to investigative reporting</p>				
4-5	<b>General Objectives 2.0: Know how to conduct media investigations</b>					

	<p>2.1 Explain strategies and tactics of media investigations.</p> <p>2.2 Explain the various sources of investigative reports</p> <p>2.3 Describe ways of cultivating sources of exclusive reports.</p> <p>2.4 Carry out investigations and report</p>	<p>i. Explain how investigative reporting is conducted</p> <p>ii. Identify and define various sources of investigative reports</p> <p>iii. Describe how to gain and maintain the assistance and confidence of reliable sources of information</p>	Demonstrate how to conduct media investigation	<p>Guide students on how to conduct investigative reports.</p> <p>Guide students to prepare investigative reports</p>	<p>Books</p> <p>Mass Media</p> <p>Personal sources</p>	
6-7	<b>General Objectives 3.0: Know how to present investigation reports</b>					
	<p>3.1 Explain the structure of investigative report.</p> <p>3.2 Explain the language requirement of investigative reports</p> <p>3.3 Explain how to present an investigative report on topical issue</p> <p>3.4 Produce reports on issues</p>	<p>i. Explain the different parts of an investigative report.</p> <p>ii. Explain how investigative reports are written, emphasizing language (style, usages etc)</p> <p>iii. Assign and supervise the execution of an</p>			<p>Books</p> <p>Mass Media</p> <p>Personal sources</p> <p>Field Work</p>	

		investigative reportage project				
8-10	<b>General Objectives 4.0: Understand the principles of interpretative reporting</b>					
	4.1 Define interpretative reporting. 4.2 State the purpose of interpretative reporting 4.3 Examine the kinds of issues, which most often lend themselves to interpretative reporting 4.4 Describe the process of interpretative reporting 4.5 Outline the various approaches to interpretative reporting 4.6 Explain the legal implications of interpretative reporting	-Explain the term interpretative reporting -Explain the significance of interpretative reporting -Explain various issues the present opportunities of interpretation (e.g political situations national policies, gender issues, major sports events and international developments etc -Explain the various stages of interpretative report (e.g. identification references, analysis, presentation etc)	List the principles interpretative reporting  Enumerate situations that lend themselves to interpretative reporting  Demonstrate how to interpret reports.	Discuss principles of interpretative reporting  Guide students on how to conduct interpretative reporting  Guide students to present interpretative reporting	Books Mass Media Personal sources	
11-12	<b>General Objectives 5.0: Understand how to interpret news and situations and events</b>					
	5.1 Explain the types of situations that demand interpretative reports. 5.2 Explain the various methods of interpreting	i. Explain situations and events that demand interpretation	List the principles interpretative reporting	Discuss principles of interpretative	Books Mass Media Personal	



	news situations and events	ii. Enumerate various methods of interpreting news events and situations	Enumerate situations that lend themselves to interpretative reporting  Demonstrate how to interpret reports.	reporting  Guide students on how to conduct interpretative reporting  Guide students to present interpretative reporting	sources	
13-14	<b>General Objectives 6.0: Know how to present interpretative reports</b>					
	6.1 Explain the structure of an interpretative reports 6.2 Explain the language of interpretative reports 6.3 Present an interpretative report on a tropical issue.	i. Explain the various parts of an ideal interpretative report.  ii. Assign and supervise production of interpretative reports			Books  Mass Media  Personal sources  Field Work	

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 228		Contact Hours: 2
	Subject/Course: MASS MEDIA, DEMOCRACY AND GOVERNANCE	DURATION: 2 HOURS/WEEK	SCHEDULE: SEMESTER	Theoretical: hours/week 2
	Year: ND11 Semester: 2nd	Pre-requisite:		Practical: hours /week
<b>GOAL:</b> The course is designed to expose students to the role of the Mass Media in deepening democracy and good governance				

#### GENERAL OBJECTIVES:

##### On completion of this course the student should:

- 1.0 Understand the concept of good governance
- 2.0 Understand the institutions of governance
- 3.0 Understand the roles of international institutions in promoting good governance and democracy
- 4.0 Understand the concept of democracy
- 5.0 Understand the roles of the Mass Media in deepening democracy and good governance
- 6.0 Understand role of civil society in democracy and good governance

Course: MASS MEDIA, DEMOCRACY AND GOVERNANCE		Course Code: MAC 228			Contact Hours 4:	
Course Specification:						
		Year: HND1	Pre-requisite: -		Practical: hours /week	
		Theoretical Content		Practical Content		
<b>General Objectives: 1.0</b> Understand the concept of good governance						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
1-3	1.1 Define governance  1.2 Explain the dimensions of governance e.g. political system, rule of law, corruption, political stability etc.  1.3 Explain governance in Nigeria  1.4 Define governance  1.5 Explain the principles of good governance e.g. participation,	Define governance  Explain political system, rule of law, corruption, political stability etc.  Relate the points above to governance in Nigeria  Explain the principles of good governance			Book , internets	1.8 Explain the following terms: political system, rule of law, corruption, and political stability.

	<p>transparency, accountability, people-centeredness, responsive, rule of law, equity etc.</p> <p>1.6 Differentiate governance from good governance</p> <p>1.7 Explain the benefits of good governance</p>	<p>Show the difference between governance and good governance</p> <p>State policy respect in the country of nations patriotism</p>			<p>Book , internets</p>	
<p><b>General Objectives: 2.0</b> Understand the institutions of governance</p>						
4-6	<p>2.1 List the institutions of governance e.g. Executive, Legislature, Judiciary, Political parties, Civil societies, NGOs etc.</p> <p>2.2 Explain the roles of the 3 arms of government in governance</p> <p>2.3 Explain the roles of political parties, civil societies, NGOs, pressure groups</p>	<p>List the institutions of governance e.g. Executive, Legislature, Judiciary, Political parties, Civil societies, NGOs etc.</p> <p>Explain the roles of the 3 arms of government in governance</p> <p>Explain the roles of political</p>			<p>Book , internets</p>	

	<p>etc in governance e.g. voice, participation, political and economic.</p> <p>2.4 Explain the role of the Media in sustainability of good governance investigative reporting, interpretation reporting, holding government accountable to the people, defending the rights of the people to know.</p> <p>2.5 Reviews of international best practices in good governance reporting, being ethical, standing in position of the oppressed</p>	<p>parties, civil societies, NGOs, pressure groups etc in governance e.g. voice, participation, political and economic.</p> <p>Explain the role of the Media in sustainability of good governance investigative reporting, interpretation reporting, holding</p>			<p>Book , internets</p>	
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<b>7-8 General Objectives: 3.0</b> Understand the roles of international institutions in promoting good governance and democracy						
	<p>3.1 List the different international institutions operating in Nigeria e.g. UNDP, UNESCO ECOWAS, AU, NEPAD etc.</p> <p>3.2 Explain the activities of these institutions in promoting good governance and democracy in Nigeria.</p> <p>3.3 Enumerate the challenges facing these international institutions in promoting democracy and good governance</p>	<p>Enumerate the different international institutions operating in Nigeria e.g. UNDP, UNESCO ECOWAS, AU, NEPAD etc.</p> <p>Explain the activities of these institutions in promoting good governance and democracy in Nigeria.</p> <p>List the challenges facing these international institutions in promoting democracy and good governance</p>				<p>Explain the activities of the following institutions in Nigeria: UNDP, UNESCO ECOWAS, AU, NEPAD etc</p>
<b>9-11 General Objectives: 4.0</b> Understand the concept of democracy						
	<p>4.1 Define democracy</p> <p>4.2 Explain the types of democracies e.g. parliamentary democracy,</p>	<p>Explain what is democracy</p> <p>Explain the types of democracies</p>				

	<p>constitutional democracy, Social democracy.</p> <p>4.3 Explain the elements of democracy e.g. constitutionalism, Independent Judiciary, free media, democratic elections, freedom of speech, protection of minority rights, transparency, civil control of the military freedom of the press, freedom of interaction</p> <p>4.4 Explain the operation of these elements in Nigeria, vis-à-vis good governance</p>	<p>Explain the elements of democracy e.g. constitutionalism, Independent Judiciary, free media, democratic elections, freedom of speech, protection of minority rights, transparency, civil control of the military freedom of the press, freedom of interaction</p>				
<p><b>General Objectives: 5.0</b> Understand the roles of the Mass Media in deepening democracy and good governance</p>						



12-14	<p>5.1 Explain the roles of mass media in the society</p> <p>5.2 Describe the mass media a platform for social engineering e.g. promote human rights, peace, consensus building, transparency, accountability, social tolerance, freedom of speech etc.</p> <p>5.3 Explain the limitations of the Mass Media in promoting democracy and good governance in Nigeria and its implications for democracy</p> <p>5.4 Explain the performance of the Mass Media under democratic rule in Nigeria since 1999</p>	<p>Explain the elements of democracy e.g. constitutionalism, Independent Judiciary, free media, democratic elections, freedom of speech, protection of minority rights, transparency, civil control of the</p>			Books, internets	<p>Explain the elements of democracy e.g. constitutionalism, Independent Judiciary, free media, democratic elections, freedom of speech, protection of minority rights, transparency, civil control of the</p>
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# HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION

## **GENERAL INFORMATION**

### **1.0 GOAL AND OBJECTIVES**

#### **HIGHER NATIONAL DIPLOMA (HND)**

##### **PROGRAMME GOAL:**

The HND Mass Communication programme is intended to produce effective and efficient technologists with adequate practical and professional skills necessary for employment and job creation in the various areas of Mass Communication industry such as Newspapers, Magazines, Radio, Television, Film and Video, News media, Public Relations, Advertising, News Agency, Government and corporate Information services.

##### **PROGRAMME OBJECTIVES:**

On completion of this programme, the diplomate should be able to carry out/perform all the listed functions specified under the objectives of the ND programme at a higher level and with little or no supervision at all.

- a) Gather, investigate and report news for the print, broadcast and online media
- b) Elect, edit and prepare for publication, news items, features, photographic graphics and multimedia materials and results of investigations for print and
- c) Produce, present and direct programmes for the electronic media
- d) Produce, present, and direct programmes
- e) Plan, prepare and produce materials for public relations and advertising purposes.
- f) Source various outlets/contacts for commercial utilization of feature and magazine articles
- g) Publish features and magazine articles.
- h) Negotiate terms for publishing articles and rights of the article author.

## **ENTRY REQUIREMENTS FOR HND PROGRAMME**

Holders of the ND who want to study for the HND must have maintained a cumulative grade point average of not less than 2.5 (on a 4.0 scale) in their ND course work, and must in addition have completed at least one year of professional work in the mass media since obtaining the ND in order to qualify for admission.

In exceptional cases a candidate who had a cumulative grade point average of between 2.0 and 2.49 in their ND programme must have acquired at least two years of cognate experience in order to qualify for admission.

### **2.1 CURRICULUM**

The curriculum consists of four main components. These are:

- v. General Studies
- vi. Foundation Courses
- vii. Professional Courses

The General Studies component shall include courses in:- Arts and Humanities: English Language, indigenous language and foreign language History.

Social Sciences; Citizenship (the Nigerian constitution), Political Science, Sociology, Philosophy and Geography Citizenship, Education and Entrepreneurship, are compulsory.

- 2.3 The general Studies component shall account for not more than 10-15% of total contact hours for the programme.
- 2.4 Foundation courses include courses in English, Languages, Basic Computer Applications. The number of hours will account for about 10-15% of the total contact hours.
- 2.5 Professional Courses are the core Mass communication Courses which give the student the theory and practical skills needed to practice in Mass Communication. These may account for between 60-70% of the contact hours.
- 2.6 Students Industrial Work Experience Scheme(SIWES) shall be taken during the long vacation following the end of the second semester of the first year.

### **3.0 CURRICULUM STRUCTURE**

#### **3.1 HND PROGRAMME**

The structure of the ND programme consists of four semesters of classroom, Laboratory and Studio activities in the institution and a. Each semester shall be of 17 weeks duration made up as follows: 15 contact weeks of teaching, i.e. Lecture, Recitation and Practical Exercise tests, quizzes, etc and 2 weeks for examination and registration.

#### **4.0 ACCREDITATION**

The Higher National Diploma (HND) in Mass Communication shall be accredited by NBTE before the diplomates can be awarded the diploma certificate. Details about the process of accrediting a programme for the award of the HND are available from the Executive Secretary, Programme Department, NBTE Plot 'B', Bida Road, P.M.B. 2239, Kaduna, Nigeria.

#### **5.0 CONDITIONS FOR THE AWARD OF THE DIPLOMA**

Institutions offering accredited programmes should award the National Diploma/ Higher National Diploma to candidates who have successfully completed the programme after passing prescribed course work, examinations, diploma project and the supervised industrial work experience. Such candidates should have completed a minimum of between 72 and 80 semester credit units.

The Diplomas shall be classified as follows:

Distinction - GPA of 3.50 and above

Upper Credit – GPA of 3.00 – 3.49

Lower Credit – GPA of 2.50 – 2.99

Pass - GPA of 2.00 – 2.49

Fail - GPA of below 2.00

#### **6.0 GUIDANCE NOTES FOR TEACHERS TEACHING THE PROGRAMME**

- 6.1 The new curriculum is drawn in course units. This is in keeping with the provisions of the National Policy on Education which stresses the introduction of the semester credit units, which will enable a student who so wishes to transfer the units already completed in an institution to another of similar standard .
- 6.2 In designing the unit, the principle of the modular system by product has been adopted thus making each of the professional modules, when completed, provide the student with technical operative skills, which can be used for job creation and employment purposes.
- 6.3 As the success of the credit unit system depends on the articulation of programmes between the institutions and industry, the curriculum Content has been written in behavioral objectives, so that the expected performance of the student who successfully completed the courses of the programme is clear to it. There is a slight departure in the presentation of the performance based curriculum which requires the conditions under which the performances are expected to be carried out and the criteria for the acceptable levels of performance to be stated. It is a deliberate attempt to get the staff of the department teaching the programme to write their own curriculum stating the conditions existing in their institution under which the performance can take place and to follow that with the criteria for determining an

acceptable level of performance. The Academic Board of the institution may vet departmental submission on the final curriculum. The aim is to continue to see to it that a solid internal evaluation system exists in each institution for ensuring minimum standards and quality of education in the programmes offered throughout the polytechnic system.

- 6.4 The teaching of the theory and practical work should, as much as possible, be integrated. Practical exercises, especially those in professional courses and studio work should not be taught in isolation from the theory. For each course, there should be a balance of theory to practice in the ratio of 50:50 or 60:40 or the reverse.

National Board for Technical Education  
Kaduna. 6<sup>th</sup> June, 2014

## CURRRICULUM TABLE

### HND 1 FIRST SEMESTER BROADCAST OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
<i>GNS 322</i>	<i>SOCIOLOGY OF THE FAMILY</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
<i>GNS 320</i>	<i>OUTLINE HISTORY OF AFRICA</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
<i>MAC 311</i>	<i>STATISTICS</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
<i>MAC 312</i>	<i>COMMUNICATION SERIES</i>	<i>2</i>	<i>-</i>		<i>2</i>	<i>2</i>
<i>MAC 313</i>	<i>ADVANCED REPORTING</i>	<i>2</i>	<i>-</i>	<i>1</i>	<i>3</i>	<i>3</i>
<i>MAC 314</i>	<i>ADVERTISING COPY WRITING AND LAYOUT</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
<i>MAC 315</i>	<i>PUBLIC RELATIONS COPY WRITING</i>	<i>1</i>	<i>-</i>	<i>2</i>	<i>3</i>	<i>3</i>



<i>MAC 316</i>	<i>RADIO PRODUCTION TECHNIQUES</i>	<i>1</i>	<i>-</i>	<i>2</i>	<i>3</i>	<i>3</i>
<i>MAC 317</i>	<i>CONFLICT REPORTING</i>	<i>1</i>	<i>-</i>	<i>1</i>	<i>2</i>	<i>2</i>
<i>TOTAL</i>		<i>19</i>	<i>-</i>	<i>6</i>	<i>25</i>	<i>25</i>

HND 1 FIRST SEMESTER PRINT OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
<i>GNS 322</i>	<i>SOCIOLOGY OF THE FAMILY</i>	3	-		3	3
<i>GNS 320</i>	<i>OUTLINE HISTORY OF AFRICA</i>	3	-		3	3
<i>MAC 311</i>	<i>STATISTICS</i>	3	-		3	3
<i>MAC 312</i>	<i>COMMUNICATION SERIES</i>	2	-		2	2
<i>MAC 313</i>	<i>ADVANCED REPORTING</i>	2	-	1	3	3
<i>MAC 314</i>	<i>ADVERTISING COPY WRITING AND LAYOUT</i>	3	-		3	3
<i>MAC 315</i>	<i>PUBLIC RELATIONS COPY WRITING</i>	1	-	2	3	3

<i>MAC 317</i>	<i>CONFLICS REPORTING</i>	<i>1</i>	<i>-</i>	<i>1</i>	<i>2</i>	<i>2</i>
<i>Mac 318</i>	<i>ADVANCED PHOTOJOURNALISM</i>	<i>2</i>	<i>-</i>	<i>1</i>	<i>3</i>	<i>3</i>
<b><i>TOTAL</i></b>		<i>20</i>	<i>-</i>	<i>5</i>	<i>25</i>	<i>25</i>

HND 1 2<sup>ND</sup> SEMESTER BROADCAST OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
<i>GNS 321</i>	<i>INTERNATIONAL RELATIONS</i>	3	-		3	3
<i>GNS 322</i>	<i>SOCIAL PHYLOSOPHY</i>	3	-		3	3
<i>MAC 321</i>	<i>MASS COMM RESEACH</i>	3	-		3	3
<i>MAC 322</i>	<i>ENVIRONMENTAL REPORTING</i>	1	-	1	2	2
<i>MAC 323</i>	<i>INTERNATIONAL COMMUNICATION</i>	2	-		2	2
<i>MAC 324</i>	<i>INTER PERSONAL COMMUNICATION</i>	2	-		2	2

<i>MAC 325</i>	<i>WRITING MEDIA CRITIQUE</i>	<i>2</i>	<i>-</i>		<i>2</i>	<i>2</i>
<i>MAC 326</i>	<i>ADVERTISING CAMPAIGN AND EXECUTION</i>	<i>2</i>	<i>-</i>	<i>1</i>	<i>3</i>	<i>3</i>
<i>Mac 327</i>	<i>MULTIMEDIA AND ONLINE JOURNALISM 1</i>	<i>1</i>	<i>-</i>	<i>1</i>	<i>2</i>	<i>2</i>
<i>MAC 328</i>	<i>TELEVISION PRODUCTION TECHNIQUES</i>	<i>1</i>		<i>2</i>	<i>3</i>	<i>3</i>
<b><i>TOTAL</i></b>		<i>20</i>	<i>-</i>	<i>5</i>	<i>25</i>	<i>25</i>

HND 1 2<sup>ND</sup> SEMESTER PRINT OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
<i>GNS 321</i>	<i>INTERNATIONAL RELATIONS</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
<i>GNS 322</i>	<i>SOCIAL PHYLOSOPHY</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
<i>MAC 321</i>	<i>MASS COMM RESEACH</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
<i>MAC 322</i>	<i>ENVIRONMENTAL REPORTING</i>	<i>1</i>	<i>-</i>	<i>1</i>	<i>2</i>	<i>2</i>
<i>MAC 323</i>	<i>INTERNATIONAL COMMUNICATION</i>	<i>2</i>	<i>-</i>		<i>2</i>	<i>2</i>
<i>MAC 324</i>	<i>INTER PERSONAL COMMUNICATION</i>	<i>2</i>	<i>-</i>		<i>2</i>	<i>2</i>
<i>MAC 325</i>	<i>WRITING MEDIA CRITIQUE</i>	<i>2</i>	<i>-</i>		<i>2</i>	<i>2</i>

<i>MAC 326</i>	<i>ADVERTISING CAMPAIGN AND EXECUTION</i>	<i>2</i>	<i>-</i>	<i>1</i>	<i>3</i>	<i>3</i>
<i>Mac 327</i>	<i>MULTIMEDIA AND ONLINE JOURNALISM 1</i>	<i>1</i>	<i>-</i>	<i>1</i>	<i>2</i>	<i>2</i>
<i>MAC 329</i>	<i>ADVANCED EDITING</i>	<i>1</i>		<i>2</i>	<i>3</i>	<i>3</i>
<b><i>TOTAL</i></b>		<i>20</i>	<i>-</i>	<i>5</i>	<i>25</i>	<i>25</i>

HND 11 FIRST SEMESTER BROADCAST OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
MAC 411	REPORTING SCIENCE AND TECHNOLOGY	2	-		2	2
MAC 412	EDITORIAL WRITING					
MAC 413	MEDIA ORGANISATION AND MANAGEMENT	2	-		2	2
MAC 414	COMMUNITY JOURNALISM AND BROADCASTING	2	-	1	3	3
MAC 415	MULTIMEDIA AND ONLINE JOURNALISM II	1	-		2	2



<i>MAC 416</i>	<i>RADIO NEWS PRODUCTION</i>	2	-	1	3	3
<i>MAC 417</i>	<i>FILM PRODUCTION TECHNIQUES</i>	1		2	3	3
<i>EED 413</i>	<i>ENTREPRENEURSHIP DEVELOPMENT</i>	3	-		3	3
	<b><i>TOTAL</i></b>	13	-	4	18	18

HND 11 FIRST SEMESTER PRINT OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
MAC 411	REPORTING SCIENCE AND TECHNOLOGY	2	-		2	2
MAC 412	EDITORIAL WRITING					
MAC 413	MEDIA ORGANISATION AND MANAGEMENT	2	-		2	2
MAC 414	COMMUNITY JOURNALISM AND BROADCASTING	2	-	1	3	3
MAC 415	MULTIMEDIA AND ONLINE	1	-		2	2

	<i>JOURNALISM II</i>					
<i>MAC 418</i>	<i>NEWSPAPER PRODUCTION</i>	<i>1</i>		<i>2</i>	<i>3</i>	<i>3</i>
<i>MAC 419</i>	<i>BOOK PUBLISHING</i>	<i>1</i>		<i>1</i>	<i>2</i>	<i>2</i>
<i>EED 413</i>	<i>ENTREPRENEURSHIP DEVELOPMENT</i>	<i>3</i>	<i>-</i>		<i>3</i>	<i>3</i>
	<b><i>TOTAL</i></b>	<i>12</i>	<i>-</i>	<i>4</i>	<i>16</i>	<i>16</i>

HND 11 SECOND SEMESTER BROADCAST OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
MAC 421	MEDIA WRITING, REVIEW AND CRITIQUE	2	-	1	3	3
MAC 422	COMMUNION AND NATIONAL DEVELOPMENT	2		2	2	2
MAC 423	PUBLIC RELATIONS CASE STUDIES	2	-	1	3	3
MAC 424	ADVERTISING CASE STUDIES	1		1	2	2
MAC 425	ADVANCED RADIO/TV PRODUCTION	2	-	1	3	3

<i>MAC 426</i>	<i>POLITICAL COMMUNICATION</i>	<i>2</i>			<i>2</i>	<i>2</i>
<i>MAC 430</i>	<i>RESEARCH PROJECT</i>	<i>-</i>	<i>-</i>	<i>3</i>	<i>3</i>	
<i>MAC 427</i>	<i>ADVANCED BROADCAST NEWS PRODUCTION</i>	<i>2</i>		<i>1</i>	<i>3</i>	<i>3</i>
	<b><i>TOTAL</i></b>	<i>13</i>	<i>-</i>	<i>10</i>	<i>21</i>	<i>18</i>

HND 11 SECOND SEMESTER PRINT OPTION

<i>COURSE CODE</i>	<i>COURSE TITLE</i>	<i>L</i>	<i>T</i>	<i>P</i>	<i>CU</i>	<i>CH</i>
MAC 421	MEDIA WRITING, REVIEW AND CRITIQUE	2	-	1	3	3
MAC 422	COMMUNION AND NATIONAL DEVELOPMENT	2		2	2	2
MAC 423	PUBLIC RELATIONS CASE STUDIES	2	-	1	3	3
MAC 424	ADVERTISING CASE STUDIES	1		1	2	2
MAC 425	ADVANCED RADIO/TV PRODUCTION	2	-	1	3	3
MAC 426	POLITICAL COMMUNICATION	2			2	2

<i>MAC 430</i>	<i>RESEARCH PROJECT</i>	-	-	3	3	
<i>MAC 428</i>	<i>MAGAZINE PRODUCTION</i>	1		2	3	3
	<b><i>TOTAL</i></b>	12	-	11	21	18

	<i>Department/ Programme: HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION</i>	<i>Course Code: MAC 311</i>		<i>Contact Hours: 3</i>
	<i>Subject/Course: STATISTICS FOR SOCIAL SCIENCES</i>	<i>DUCATION: 5 HOURS/WEEK</i>	<i>SCHEDULE: SEMESTER</i>	<i>Theoretical: hours/week 1 2</i>
	<i>Year: HNDI FIRST Semester:</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
<i>GOAL: this course is designed to introduce the students to nature and uses of statistics, and to develop their ability to collect compile and present statistical data</i>				

<b>GENERAL OBJECTIVES:</b>
<p>On completion of this course the student should:</p> <ol style="list-style-type: none"> <li>1.0 Know statistics</li> <li>2.0 Understand the measures of central tendency</li> <li>3.0 Understand the measures of positional values</li> <li>4.0 Understand the measures of variability</li> <li>5.0 Understand charts and graphs</li> <li>6.0 Appreciate level of significance</li> <li>7.0 Understand association</li> <li>8.0 Understand the concept of skewness</li> <li>9.0 Understand the concept of time series</li> <li>10.0 Know the concept of regression and correlation</li> <li>11.0 Understand of concept of index number</li> <li>12.0 Understand statistical package of the social sciences</li> </ol>



Course: : STATISTICS FOR SOCIAL SCIENCES			Course Code: <b>MAC 311</b>			Contact Hours 3:
Course Specification:						
		Year: HND1	Pre-requisite: -		Practical:    hours /week	
		Theoretical Content		Practical Content		
<b>General Objectives: 1.0</b> Know statistics						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
1	<b>Definition</b> 1.1 define statistics 1.2 Discuss the importance of statistics in the social sciences	Explain the meaning and importance of statistics  Define central tendency Explain measures of variability	Statistical tables Annual and periodic reports from government and non-governmental and all other relevant records	Create statistical data Interpret statistical records	Show statistical data from other organizations  Illustrate various measures of central tendency Design histogram, graphs and charts	Students to use already existing records to interpret statistical method
<b>General Objectives: 2.0</b> Understand the measures of central tendency						

2-3	<p>2.1 Explain central tendency</p> <p>2.2 Define the various measures of central tendency (mean media mode)</p> <p>2.3 Compute the mean media and mode from ungrouped and grouped data.</p> <p>2.4 State the properties of arithmetic mean.</p> <p>2.5 Apply the properties in 2.4 above in computing the mean</p> <p>2.6 Estimate media and mode using statistical graphs positional verbs</p>	<p>Explain central tendency</p> <p>Define the various measures of central tendency (mean media mode)</p> <p>Compute the mean media and mode from ungrouped and grouped data.</p> <p>State the properties of arithmetic mean.</p> <p>Apply the properties in 2.4 above in computing the mean</p> <p>Estimate media and mode using statistical graphs positional verbs</p>	<p>Computers with relevant software</p> <p>Library resources</p> <p>Internet etc</p>			
<b>General Objectives: 3.0</b> Understand the measures of positional values						
4	<p><b>Positional Verbs</b></p> <p>3.1 Define the various positional measures (quartiles deciles percentiles )</p> <p>3.2 Design ogive using the frequency table.</p> <p>3.3 Compute quartiles,</p>	<p>Explain the various positional measures (quartiles deciles percentiles )</p>				<p>Define the quartiles deciles and percentiles</p> <p>Design ogive using the frequency table.</p>

	deciles and percentiles using appropriate formula 3.4 Interprets the result of the ogive	Design ogive using the frequency table. Compute quartiles, deciles and percentiles using appropriate formula Interprets the result of the ogive				Interprets the result of the ogive
<b>General Objectives: 4.0</b> Understand the measures of variability						
5	<b>The measures of Variability</b> 4.1 Explain variation 4.2 Define the various measures of variability (range, quartile deviation, percentile range, mean deviation, variance and standard deviation). 4.3 Compute mean deviation, variance and standard deviation. 4.4 Interprets various relative measures of variability (coefficient)	Explain variation, Measures of variability range, quartile deviation, percentile range, mean deviation, variance and standard deviation.  Compute mean deviation, variance and standard deviation.  Interprets various relative measures of			graphs and charts	Explain variation, Measures of variability range, quartile deviation, percentile range, mean deviation, variance and standard deviation

		variability (coefficient)				
<b>General Objectives: 5.0</b> understand charts and graphs						
6	<b>Charts and Mean Graphs</b> 5.1 Design histogram, graphs and charts to present words and figures. 5.2 Compare bar charts and histograms. 5.3 Compare line graph with frequency polygon 5.4 Explain component bar chart and Z chart	Design histogram, graphs and charts to present words and figures.  Compare bar charts and histograms.  Compare line graph with frequency polygon Explain component bar chart and Z chart			graphs and charts	Design histogram, graphs and charts to present words and figures
<b>General Objectives: 6.0</b> Appreciate level of significance						
7	<b>Level of Significance</b> 6.1 Define confidence limits 6.2 Compute Z statistics and design curve 6.3 Interpret confidence interval and proportions 6.4 Explain merging of error and level of significance with relevant statistical	Define confidence limits Compute Z statistics and design curve Interpret confidence interval and proportions Explain merging of error and		PRACTICAL NOT REQUIRED	graphs and charts          graphs and	Define confidence limits Compute Z statistics and design curve Interpret confidence interval and proportions  Explain

	<p>computation</p> <p>6.5 Explain degree of freedom from statistical competitions.</p> <p>6.6 Explain difference of proportion test at different confidence levels.</p> <p>6.7 Compute one tailed and two tailed tests.</p>	<p>level of significance with</p> <p>Explain difference of proportion test at different confidence levels.</p>			charts	<p>difference of proportion test at different confidence levels.</p>
<b>General Objectives: 7.0</b> Understand association						
8	<p><b>Association</b></p> <p>Explain coefficient of correlation and least square.</p> <p>7.2 Compute chi square ( <math>s^2</math>) with the aid of formula</p> <p>7.3 Work examples of least square, coefficient of correlation and chi square</p> <p>7.4 Analyse the use of proportions</p> <p>7.5 Interpret result of proportions</p>	<p>Explain coefficient of correlation and least square.</p> <p>Compute chi square ( <math>s^2</math>) with the aid of formula</p> <p>Work examples of least square, coefficient of correlation and chi square</p> <p>Analyse the use of proportions</p> <p>Interpret result of proportions</p>		PRACTICAL NOT REQUIRED		<p>Explain coefficient of correlation and least square.</p> <p>Compute chi square ( <math>s^2</math>)</p>
<b>General Objectives: 8.0</b> Understand the concept of skewness						
9	<p><b>Skewness</b></p> <p>8.3 Define moments of various degrees</p> <p><b>8.4 Compute moments of</b></p>	<p>Define moments of various degrees</p>		PRACTICAL NOT REQUIRED		<p>Define moments of various degrees</p>

	<b>various degrees</b> <b>8.5 Explain the various measures of skewness</b> <b>8.6 Compute measures of skewness</b> <b>8.7 Interpret measures of skewness</b>	<b>Compute moments of various degrees</b> <b>Explain the various measures of skewness</b> <b>Compute measures of skewness</b>				
<b>General Objectives: 9.0</b> Understand the concept of time series						
10	<b>Times Series</b> 9.1 Define Time series 9.2 Give examples of time series 9.3 Graph a time series data 9.4 Explain the four basic components of time series (viz, trend, seasonal, cyclical and irregular movements). 9.5 Define moving average. 9.6 Compute seasonal variation and seasonal index.	examples of time series  Graph a time series data Explain the four basic components of time series (viz, trend, seasonal, cyclical and irregular movements). Define moving average. Compute seasonal variation and seasonal index.		Practical not required		Define TIME SERIES and moving average. Compute seasonal variation and seasonal index of a given computation
<b>General Objectives: 10.0</b> Know the concept of regression and correlation						
11	<b>Regression and correlation</b> 10.1 Distinguish between regression and	Distinguish between regression and correlation.				

	<p>correlation.</p> <p>10.2 Plot a scatter diagram</p> <p>10.3 Explain rank correlation</p> <p>10.4 Interpret rank correlation coefficient.</p>	<p>Plot a scatter diagram</p> <p>Explain rank correlation</p> <p>Interpret rank correlation coefficient</p>				
<b>General Objectives: 11.0</b> Understand of concept of index number						
12	<p><b>Index Number</b></p> <p>10.1 Explain index numbers</p> <p>10.2 State uses of index numbers</p> <p>10.3 List the various types of index numbers</p> <p>10.4 Construct various types of index numbers.</p> <p>10.5 Interpret various types of index numbers</p>	<p>Explain index numbers</p> <p>State uses of index numbers</p> <p>List the various types of index numbers</p> <p>Construct various types of index numbers.</p> <p>Interpret various types of index</p>		Practical not required		<p>List the various types of index numbers</p> <p>Construct various types of index numbers</p>
<b>General Objectives: 12.0</b> Understand statistical package of the social sciences						
13-14	<p>12.1 List uses of statistical package of social sciences</p> <p>12.2 Understand how to input data into statistical package of social sciences</p> <p>12.3 Run statistical package of social sciences</p> <p>12.4 Interpret the data</p>	<p>List uses of statistical package of social sciences</p> <p>Understand how to input data into statistical package of social sciences</p> <p>Run statistical package of</p>	Practice the uses of statistical package of social sciences	Guide students to Practice the uses of statistical package of social sciences	statistical packages	List uses of statistical package of social sciences

		social sciences Interpret the data				
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	<i>Department/ Programme: HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION</i>	<i>Course Code: MAC 312</i>		<i>Contact Hours: 3</i>
	<i>Subject/Course: COMMUNICATION THEORIES</i>	<i>DUCATION: 5 HOURS/WEEK</i>	<i>SCHEDULE: SEMESTER</i>	<i>Theoretical: hours/week 1 2</i>
	<i>Year: HND2Semester: 1<sup>ST</sup></i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
<i>GOAL: This course is designed to give the students theoretical foundation for the study of mass communication as well as provide a base for appreciating abstract thinking and logical deductions</i>				

<b>GENERAL OBJECTIVES:</b>
<p>On completion of this course the student should:</p> <ol style="list-style-type: none"> <li>1.0 Understand the role of theories in the development of the social sciences</li> <li>2.0 Understand the historic and contemporary approaches to the study of communication</li> <li>3.0 Understand kinds of mass communication theories</li> <li>4.0 Understand theories of media effects</li> <li>5.0 Functional uses of the mass media</li> <li>6.0 Understand the cultural dimensions of communication theories</li> <li>7.0 Understand electronic media violence of the society</li> <li>8.0 Understand technological determinism in communication theory</li> </ol>



Course: : COMMUNICATION THEORIES		Course Code: MAC 312		Contact Hours 3:		
Course Specification:						
		Year: HND1	Pre-requisite: -	Practical: hours /week		
		Theoretical Content		Practical Content		
<b>General Objectives: 1.0</b> Understand the role of theories in the development of the social sciences						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
1-2	<b>Theories</b> 1.1 Define Theory. 1.2 Explain such terms as concept, construct, model, hypothesis, etc. 1.3 Explain the basis of a theory. 1.4 Explain the use of theories. 1.5 Analyse the functions of theories in the social sciences. 1.6 Analyse mass communication as a social and behavioural science.	Explain with local examples the role of theories in development of social sciences  Trace the history or origin of mass communication theory.		Practical not required		Class discussions Group discussions  Application of the discussion
<b>General Objectives: 2.0</b> Understand the historic and contemporary approaches to the study of communication						

3-4	<b>Historic and Contemporary Approaches</b> 2.1 Analyse the historical background of communication study. 2.2 Explain some early communication models by Lasswell, Schramm/Weaver, Newcomb, Gerbner etc. 2.3 Analyse Schramm's model of communication 2.4 Explain individual definition of theories.	Explain theories of media effects.  Explain the uses and gratification approach  Explain the cultural dimensions of communication theories  Identify the effects of media violence on the society				Explain Theory as a component of the project
<b>General Objectives: 3.0</b> Understand kinds of mass communication theories						
5-6	<b>Kinds of mass communication theories</b> 3.1 Explain normative theories of mass communication. 3.2 Explain social scientific theories of mass communication. 3.3 Understand working theories of mass communication. 3.4 Describe everything theories of mass communication.	Explain normative theories of mass communication. Explain social scientific theories of mass communication. Understand working theories of mass communication. Describe everything theories of mass		Practical not required	Books and internets	Explain normative theories of mass communication. social scientific theories of mass communication

		communication				
<b>General Objectives: 4.0</b> Understand theories of media effects						
7-8	<b>Theories of media effects</b> 4.1 Explain all powerful effects. 4.2 Describe limited effects theories. 4.3 Explain step flow theories.	Explain all powerful effects. Describe limited effects theories. Explain step flow theories				
<b>General Objectives: 5.0</b> Functional uses of the mass media						
9	<b>Uses of the mass media</b> 5.1 Explain uses and gratification approach 5.2 Explain agenda setting and agenda building. 5.3 Define gate keeping	Explain uses and gratification approach Explain agenda setting and agenda building. Define gate keeping				Explain gratification approach And agenda setting
<b>General Objectives: 6.0</b> Understand the cultural dimensions of communication theories						
10-11	<b>Communication Theories</b> 6.1 Describe cultivation theories. 6.2 Explain diffusion of Innovation. 6.3 Explain cultural and media imperialism.	Describe cultivation theories. Explain diffusion of Innovation. Explain cultural and media imperialism				Explain the cultivation theories and diffusion of Innovation
<b>General Objectives: 7.0</b> Understand electronic media violence of the society						
12	<b>Electronic Media violence on the society</b> Explain electronic media	Explain electronic media violence				Explain electronic media violence

	<p>violence</p> <p>7.2 List the theories of electronic media violence :Carthersis, Aggressure cues, Leaning and refinement</p> <p>7.3 Explain theories of electronic violence</p>	<p>List the theories of electronic media violence :Carthersis, Aggressure cues, Leaning and refinement</p> <p>Explain theories of electronic violence</p>				<p>List the theories of electronic media violence</p>
<b>General Objectives: 8.0</b> Understand technological determinism in communication theory						
13-14	<p><b>Technological Determinism in Communication Theories</b></p> <p>8.1 Describe technological Determinism in Communication theories</p> <p>8.2 Explain theories associated with new media</p> <p>8.3 Define glocalization and globalization; media convengence, diversities pluralism</p>	<p>Describe technological Determinism in Communication theories</p> <p>Explain theories associated with new media</p> <p>Define globalization and globalization; media convergence, diversities pluralism</p>				<p>Explain theories associated with new media</p> <p>Define globalization</p>

Course: : ADVANCED REPORTING		Course Code: MAC 313		Contact Hours 4:
Course Specification:				
	Year: HND1	Pre-requisite: -		Practical: hours /week
	Theoretical Content		Practical Content	
<b>General Objectives:</b> <b>On completion of this course the student should:</b> <ol style="list-style-type: none"> <li>1 Know how to write and report on government policies and activities</li> <li>2 Know how to report social problems</li> <li>3 Understand how to handle news on the arts in the print media</li> <li>4 Know how to cover other specialised news situations</li> <li>5 Know how to write human interest story</li> <li>6 Understand news analysis, news features and interpretation</li> <li>7 Know impressionistic reporting</li> </ol>				

Course: : ADVANCED REPORTING		Course Code: MAC 313		Contact Hours 4:
Course Specification:				

		Year: HND1	Pre-requisite: -	Practical: hours /week		
		Theoretical Content		Practical Content		
<b>General Objectives: 1.0</b> Know how to write and report on government policies and activities						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
1-2	<b>Government Policies and Activities</b> 1.1 Identify government tropical policies  1.2 State sources of news from government policies  1.3 Analyse the special problems and intricacies of reporting government policies  1.4 Explain how to handle leaks and deal with official secrets Art  1.5 Write news on government policies  1.6 Analyse how to report good policies	Identify tropical government policies  List sources of government policies  Explain special problems reporting government policies  Analyse FOI and artificial secrets art  Analyse social problems during human trafficking, ethic religion crisis , prostitution etc	Textbooks Journals Interest Magazine	Show sources of news on government policies  Identify problems in reporting government policies  -Blow whistle -Identify social problems and how they persist  watch principles and techniques of reporting social problems		

	1.7 Analyse how to report social policies	Explain principles and technology of reporting social problems				
<b>General Objectives: 2.0</b> Know how to report social problems						
3-4	<p><b>Social Problems</b></p> <p>2.1 Identify various social problems, eg drug trafficking, child abuse, prostitution, etc.</p> <p>2.2 State the dominant principles and techniques in reporting social problems, viz fairness, objectivity balance, etc.</p> <p>2.3 Write indepth news on social problems.</p>	<p>Identify various social problems, eg drug trafficking, child abuse, prostitution, etc.</p> <p>State the dominant principles and techniques in reporting social problems, viz fairness, objectivity balance, etc.</p> <p>Write in depth news on social problems</p>	<p>See various social problems, eg drug trafficking, child abuse, prostitution, etc.</p> <p>Show the dominant principles and techniques in reporting social problems, viz fairness, objectivity balance, etc.</p> <p>Source for in depth news on social problems</p>	<p>Guide students to See various social problems, eg drug trafficking, child abuse, prostitution, etc.</p> <p>Show the dominant principles and techniques in reporting social problems, viz fairness, objectivity balance, etc.</p> <p>Source for in depth news on social problems</p>	<p>Living environment , organizations Social media</p>	<p>Explain various social problems, eg drug trafficking, child abuse, prostitution, etc.</p>
<b>General Objectives: 3.0</b> Understand how to handle news on the arts in the print media						
	<p><b>Arts News</b></p> <p>3.1 Identify various popular arts.</p>	<p>List various popular arts.</p> <p>Write stories</p>			<p>Popular arts. newspapers and magazine</p>	<p>Write stories about the arts for newspapers and magazine</p>

	3.2 Write stories about the arts for newspapers and magazine	about the arts for newspapers and magazine				
<b>General Objectives: 4.0</b> Know how to cover other specialised news situations						
	<b>Specialised News</b> 4.1 Identify various specialised news situation e.g. parliamentary, courts/tribunals, labour, sorts, health education etc.  4.2 Write news for the situations named in 4.1 above	Identify various specialised news situation e.g. parliamentary, courts/tribunals , labour, sorts, health education etc.  Write news for the situations named in 4.1 above	Watch various specialised news situation e.g. parliamentary, courts/tribunals, labour, sorts, health education etc.  Write news for the situations named in 4.1 above	Show various specialised news situation e.g. parliamentary, courts/tribunals , labour, sorts, health education etc.  Write news for the situations named in 4.1 above	TV , Radio, news papers	Write news for the situations an identify situation.
<b>General Objectives: 5.0</b> Know how to write human interest stories						
	<b>Human interest stories</b> 5.1 Explain the principles and rationale for human interest stories. 5.2 Distinguish between human interest and other kinds of stories 5.3 Write human interest stories	Explain the principles and rationale for human interest stories.  Distinguish between human interest and other kinds of stories Write human interest stories			TV and Films	Explain the principles and rationale for human interest stories.



<b>General Objectives: 6.0</b> Understand news analysis, news features and interpretation						
	<p><b>News Analysis, Features and Interpretation</b></p> <p>6.1 Define news analysis, news feature and interpretation.</p> <p>6.2 Prepare stories demonstrating knowledge of news analysis and news interpretation</p>	<p>Define news analysis, news feature and interpretation.</p> <p>Prepare stories demonstrating knowledge of news analysis and news interpretation</p>	<p>Practice analysis of news feature and interpretation.</p> <p>Demonstrate news analysis and news interpretation</p>	<p>Guide students to Practice the analysis of news feature and interpretation.</p> <p>Demonstrate news analysis and news interpretation</p>	TV , RADIO	Write news analysis and news interpretation
<b>General Objectives: 7.0</b> Know impressionistic reporting						
	<p><b>Impressionistic Reporting</b></p> <p>7.1 Define impressionistic reporting.</p> <p>7.2 Explain the techniques involved in impressionistic reporting</p> <p>7.3 Identify the pitfalls in impressionistic reporting</p> <p>7.4 Write impressionistic news stories</p>	<p>Define impressionistic reporting.</p> <p>Explain the techniques involved in impressionistic reporting</p> <p>Identify the pitfalls in impressionistic reporting</p> <p>Write impressionistic news stories</p>	Practical not required	Paper and pen		<p>Define impressionistic reporting.</p> <p>Explain the techniques involved in impressionistic reporting</p> <p>Write impressionistic news stories</p>

PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: ADVERTISING COPYWRITING AND LAYOUT

COURSE CODE: 314

DURATION: 6 HOURS/WEEKS

GOAL: This course is designed to expose the student to the fundamental principles and techniques involved in the conception, processing and production of advertisement copies for various media.

#### GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know the definition of advertising copywriting
- 2.0 Know the stages in advertising copywriting
- 3.0 Know the basic functions of copy
- 4.0 Know the key copywriting principles
- 5.0 Know the elements that constitute copy for the various media
- 6.0 Know how to write copy for the various media
- 7.0 Know how to define layouts
- 8.0 Know key principles in the preparation of layouts
- 9.0 Know how to prepare layouts for the various media
- 10.0 Know how to assess effective copy and layout
- 11.0 Know production techniques

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: ADVERTISING COPYWRITING AND LAYOUT			COURSE CODE MAC 372		CONTRACT HOURS/CREDIT UNIT 6/ hrs/week 2	
YEAR: 400 Semester: 1 <sup>ST</sup>			Pre-requisite:			
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVE: 1.0</b> Know the definition of advertising copywriting					
	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
	1.1 Define Advert copy 1.2 Define copywriting 1.3 Distinguish between copywriting and other forms of writing, e.g. article writing, feature writing, fiction writing, drama writing etc.	- Explain the meaning of Advert copy - Explain the stages in copy writing - Explain copy writing principles - Explain layout definitions and example - Practical examples	- Able to produce good copy layouts - Produce good out door layouts	- Conduct field visits to advertising agencies.	- Computer with relevant softwares - Books - Advert lab students Multi-media equipments	- Practical examples to students visits to Advert Agencies
<b>GENERAL OBJECTIVE: 2.0</b> Know the stages in advertising copywriting						
	2.1 List the key stages in the development of advertising copy e.g.	List the key stages in the development of				

	<p>study of advertising brief, study of research results, testing of the product to identify the target audience, unique product benefit, main usage of product as well as preparation of creative strategy</p> <p>2.2 Define creative strategy</p> <p>2.3 Describe the key elements of a creative strategy e.g. target audience, desired brand image, basic consumer benefit, supporting evidence and advertising goals objectives.</p>	<p>advertising copy e.g. study of advertising brief, study of research results, testing of the product to identify the target audience, unique product benefit, main usage of product as well as preparation of creative strategy</p> <p>2.2 Define creative strategy</p> <p>2.3 Describe the key elements of a creative strategy e.g. target audience, desired brand image, basic consumer benefit, supporting evidence and advertising goals objectives.</p>				
<b>GENERAL OBJECTIVE : 3.0 Know the basic functions of an advert copy</b>						
	<p>3.1 List the basic functions of advert copy</p> <p>3.2 Explain the various functions</p>	<p>List the basic functions of advert copy</p> <p>Explain the various functions</p>		No practical is required		<p>List the basic functions of advert copy</p> <p>Explain the various functions</p>
<b>GENERAL OBJECTIVE: 4. Know the key copy writing principles</b>						

	4.1 List key principles of copywriting 4.2 explain each of the principles	List key principles of copywriting explain each of the principles				List key principles of copywriting explain each of the principles
<b>GENERAL OBJECTIVE: 5.0</b> Know the elements that constitute copy for the various media						
	5.1 Explain the elements in newspaper/magazine copy 5.2 Explain the elements that make up television copy or script.	Explain the elements in newspaper/magazine copy Explain the elements that make up television copy or script.				Explain the elements in newspaper/magazine copy
<b>GENERAL OBJECTIVE: 6.0</b> Know how to write copy for the various media						
	6.1 Write advert copy for press, i.e. newspaper and magazine advertisement. 6.2 Write special copy e.g. classified, sales letters and obituaries 6.3 Write personal paid announcement for radio 6.4 Write radio commercial script for mass consumer 6.5 Write personal paid announcements for television 6.6 Write television commercial script for consumer goods, services and corporate bodies. 6.7 Write copy for outdoor posters, point-of-sale items and give-aways 6.8 Write copy for online media.	Write advert copy for press, i.e. newspaper and magazine advertisement. Write special copy e.g. classified, sales letters and obituaries Write personal paid announcement for radio Write radio commercial script for mass consumer Write personal paid announcements for television Write television commercial script for consumer goods,				Write advert copy for press, i.e., sales letters and obituaries, personal paid announcement for radio, radio commercial script for mass consumer

		services and corporate bodies. Write copy for outdoor posters, point-of-sale items and give-aways 68 Write copy for online media.				
<b>GENERAL OBJECTIVE: 7.0 Know how to define layouts</b>						
	7.1 Define layout 7.2 List various types of layout 7.3 Describe various types of layouts	Define layout List various types of layout Describe various types of layouts				
<b>GENERAL OBJECTIVE: 8.0 Know key principles in the preparation of layouts</b>						
	8.1 Define balance , unity, harmony, contrast rhythm and proportion 8.2 Describe white space or white elements 8.3 Define optical centre or centre of focus or focal point and anchorage 8.4 List popular type of faces. 8.5 List popular point sizes for headlines and body type	Define balance , unity, harmony, contrast rhythm and proportion Describe white space or white elements Define optical centre or centre of focus or focal point and anchorage List popular type of faces. List popular point sizes for headlines and body type				Define balance , unity, harmony, contrast rhythm and proportion  optical centre or centre of focus or focal point and anchorage
<b>GENERAL OBJECTIVE: 9.0 Know how to prepare to layouts for the print media</b>						
	9.1 Explain the role of colour in advertisement layouts	Explain the role of colour in		No practical		Explain the role of colour

	9.2 Prepare small poster layouts 9.3 Prepare layouts of handbills 9.4 Prepare newspaper, radio, TV and online, magazine advertisement layouts. 9.5 Prepare layouts for billboards	advertisement layouts Prepare small poster layouts Prepare layouts of handbills Prepare newspaper, radio, TV and online, magazine advertisement layouts. Prepare layouts for billboards				small poster layouts in radio, TV and online, magazine advertisement layouts.
<b>GENERAL OBJECTIVE: 10.0 Know how to assess effective copy and layout</b>						
	1.1 Explain general assessment criteria 1.2 Explain assessment criteria for press copy/layout 1.3 Explain assessment criteria for outdoor poster copy/layout 1.4 Explain assessment criteria for radio copy 1.5 Explain assessment criteria for television/film copy 1.6 Explain assessment criteria for online copy production techniques	Explain general assessment criteria  And criteria for press copy/layout  -Explain assessment criteria for outdoor poster copy/layout -criteria for radio copy -criteria for television/film copy -criteria for online copy production techniques		radio and television		Explain assessment criteria for outdoor poster copy/layout -criteria for radio copy -criteria for television/film copy -criteria for online copy production techniques
<b>GENERAL OBJECTIVE: 11.0 Know Production Techniques</b>						
	11.1 Describe production techniques 11.2 Explain various production techniques	Describe production techniques Explain various production techniques	See production techniques for newspapers, magazines, radio;	Guide students to See production techniques for newspapers,	Newspapers magazines, radio and TV	Explain various production techniques for newspapers,

	for newspapers, magazines, radio; TV and online media 11.3 Explain the role of Computer in modern advertising copy production	for newspapers, magazines, radio; TV and online media Explain the role of Computer in modern advertising copy production	TV and online media -appreciates the role of Computer in modern advertising copy production	magazines, radio; TV and online media -appreciates the role of Computer in modern advertising copy production		magazines, radio; TV and online media
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PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: PUBLIC RELATIONS COPY WRITING

COURSE CODE: MAC 315

DURATION: 3 HOURS/WEEKS

GOAL: This course is designed to enable the student to write, produce and distribute good public relations copy to various mass media organizations and similar institutions. It also aims at enabling the student to organize public relations functions.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know how to prepare public relations copy for the media and other channels
- 2.0 Understand the role of the mass media as public relations channels
- 3.0 Understand the role of conferences and seminars as public relations channels
- 4.0 Know the other media of communication in public relations
- 5.0 Know the promotional aspects of the public relation

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION		
COURSE: PUBLIC RELATIONS COPYWRITING	COURSE CODE MAC 315	CONTRACT HOURS/CREDIT UNIT 6/ hrs/week 2



YEAR: 400 Semester: 1 <sup>ST</sup>		Pre-requisite:				
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVE: 1.0</b> Know how to prepare public relations copy for the media and other channels					
	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
	1.1. Define public relations copy 1.2. Identify media for public relations copy 1.3. Illustrate the layout and writing procedure for press release for different media 1.4. Illustrate the layout and writing procedure for house organs and news letters. 1.5. Outline the compilation and publication methods of annual reports 1.6. Describe the distribution channels of the various public relations copy and media	- Discuss Public Relations copy, layout, writing procedure for house organs and distribution channels of P.R copy.	- Produce good outdoor layouts	Guide students to produce a good layout	- Books - Journal - Computer with relevant software - Annual Report of companies - Public Address systems	- Relevant task - Evaluate their copy and press release - Hands on activities
<b>GENERAL OBJECTIVE: 2.0</b> Understand the role of the mass media as a public relations channels						
	2.1. Outline the roles of newspapers and magazines as public relations channels 2.2 Outline the roles of radio and television as public	Discuss the media as Public Relations tool as in 2.1 to 2.4	Identify the print, broadcast and online media public Relations channels	Show the role of films, print, broadcast and online media as	TV, FILMS	Outline the roles of newspapers and magazines as public relations

	relations channels 2.3 Demonstrate the role of film as a public relations channel 2.4 Outline the role of online media as public relations channels.			Public Relations channels		
<b>GENERAL OBJECTIVE : 3.0</b> Understand the role of conferences and seminars as public relations media						
	3.1 Identify roles of conferences and seminars in public relations 3.2 Outline steps for organizing public relations conferences and seminars.	Explain the functions of conferences and seminars .	Plan for a Public Relations conference and seminar. State the role of conference and seminar in P.R	Guide students on how to organize a Public Relations Conference and seminar.	Samples Of Public Relations Conference And Seminar Papers	Outline steps for organizing public relations conferences and seminars.
<b>GENERAL OBJECTIVE: 4.</b> Know the other materials used in public relations						
	4.1 Identify materials used in public relations 4.2 Explain the uses of these materials in public relations	Explain the different materials used in Public Relations.	See the different materials used in Public Relations	Show the different materials used in Public Relations	Materials	Enumerate the different materials used in Public Relations
<b>GENERAL OBJECTIVE: 5.0</b> Know the promotional aspects of public relations						
	5.1 Explain promotion as a P.R. tool 5.2 Identify special events used in Public Relations, press briefing, press visits, exhibitions, etc. 5.3 Explain as P.R. tools 5.4 Organise conventions, fairs, and special showings, e.g. new facility 5.5 Explain the use of share holders meetings, annual general meetings, and other	Explain promotion as a P.R. tool  Identify special events used in Public Relations, press briefing, press visits, exhibitions, etc.  Explain the use of shareholders meetings, annual general meetings, and other				List special events used in Public Relations, press briefing, press visits, exhibitions

	similar gatherings as P.R. tools	similar gatherings as P.R. tools				
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Department/ Programme: MASS COMMUNICATION/ HIGHER NATIONAL DIPLOMA (HND)		Course Code: MAC 316	<i>Contact Hours: 3</i>
Subject/Course: RADIO PRODUCTION TECHNIQUES		DURATION: 3 HOURS/WEEK	<i>Theoretical: hours/week 1</i>
Year: HND I	Semester: 2 <sup>nd</sup>	Pre-requisite:	<i>Practical: 1 hours /week</i>
GOAL: This course is designed to upgrade the students skill in the techniques of radio production.			

**GENERAL OBJECTIVES:**

On completion of this course, the students should:

- 1.0 Know the operational techniques of a radio studio/equipmen
- 2.0 Know how to use microphones
- 3.0 Know how to script various programmes
- 4.0 Know how to handle recorded and live productions
- 5.0 Know how to produce different programmes
- 6.0 Know how to conduct post production activities

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: RADIO PRODUCTION TECHNIQUES		COURSE CODE MAC 316			CONTRACT HOURS/CREDIT UNIT 3/ hrs/week	
YEAR: HND I/ Semester: 1 <sup>ST</sup>		Pre-requisite:				
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVE 1.0:</b> Know how to plan a basic radio and television programme					
	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
1-2	1.1 Describe the audio console. 1.2 Explain the audio recorder 1.3 Explain how to record and reproduce sounds 1.4 Explain the use of non-verbal cues	Explain how to operate the console. Explain how to use audio recorders. Demonstrate how to record and play back sounds. Describe non-verbal cue.	Identify console Demonstrate operation of console Demonstrate recording and play back of sounds	Guide students to operate console Show how recording is done	Studio Console Recorders Microphones	Assignments Quiz
<b>GENERAL OBJECTIVE 2.0:</b> Know how to use microphones						
5-6	2.1 Identify different polar patterns 2.2 Explain microphone placement or positioning 2.3 Explain factors that distort sound in use of microphone 2.4 Explain the relationship between sound quality and microphone qualify	Explain polar patterns. Demonstrate microphones placement. List factors that distort sound in microphone use. Explain microphone	Identify polar patterns Demonstrate microphone placement	Show students various Polar patterns Guide students to select microphones.	Microphones, Microphones stands (floor, table, boom, etc).	Assignments Quiz

		selection for different programmes				
<b>GENERAL OBJECTIVE 3.0: Know how to script for various programmes</b>						
	3.1 Explain the differences between script for broadcast and script for print 3.2 Explain the full script, partial-script, and other script formats. 3.3 Explain the news script format 3.4 Describe how to write script for drama, documentaries, talks shows, variety shows, etc.	Differentiate between writing for broadcast and writing for print Explain full-script, partial-script, fact sheet, etc formats. Explain the layout for a news script. Explain the drama, documentary and other script approaches	Sample scripts from various stations Textbooks	Show differences between broadcast and print scripts Demonstrate writing and preparation of scripts	Guide students to write different kinds of scripts	Give assignments to students. Grade and discuss in class.
<b>GENERAL OBJECTIVE 4.0: Know how to handle recorded and live productions</b>						
9-10	4.1 Define recorded production 4.2 Define live production 4.3 Explain the necessity recording programmes 4.4 Explain the necessity for live production 4.5 List the challenges of live production, such as acoustics, location etc. 4.6 Explain how to plan and conduct live shows	Define recorded and live productions. Give reasons why recorded productions is carried out. Give reasons why it may be necessary to engage in live production. List the problems of live production	Microphones Audio Recorders	Differentiate between recorded and live production Identify reasons for recorded production Identify reasons for live production List problems of live production	Direct students to watch recorded and live programmes Guide students to produce such programme	Microphones Audio Records
<b>GENERAL OBJECTIVE 5.0: Know how to produce different programmes</b>						
11-12	5.1 Explain the phases and stages	Identify the phases	Studio console,	Identify the	Guide students to	Give assignments

	<p>of radio drama production, conception of programme idea, assignment, rehearsal, preparation, script editing, budgeting, etc.</p> <p>5.2 Describe how to make different kinds of documentary</p> <p>5.3 Explain how to make a magazine programme.</p> <p>a. Select programme title b. Choose signature tune, etc</p> <p>5.4 Explain the production process of a news programme</p> <p>5.45. Explain how to produce discussion, variety and other programmes</p>	<p>and stages of drama, production stages of a documentary</p> <p>List the steps involve in producing a magazine programme</p>	<p>Microphones Editing Facility, Computer with audio editing software e.g. Adobe Audition</p>	<p>phases/stages of drama production</p> <p>Show programmes such as documentary, music, variety, discussion etc.</p>	<p>Identify the phases/stages of drama production</p> <p>Show programmes such as documentary, music, variety, discussion etc.</p>	<p>in production guide and discuss in class.</p>
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<b>GENERAL OBJECTIVE 6.0: Know how to conduct post-production activities</b>							
13-14	6.1	Explain post-production activities	- Define post-production .	Computer Software	Demonstrate how to edit a programme  Show activities involved in post-production, e.g. editing, dubbing Explain the considerations to make in editing a recorded programme	Supervise students in post-production editing.	Give editing assignments
	6.2	Explain why post-production activities are carried out	- List reasons for post-production activities				
	6.3	List the activities involved in post-production, e.g. editing, dubbing	- Identify activities involved in post-production				
	6.4	Explain the considerations to make in editing a recorded programme					

PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: CONFLICT REPORTING

COURSE CODE: MAC 317

DURATION: 2 HOURS/WEEKS

GOAL: This course is intended to develop and strengthen the students interest in reporting environment issues.

#### GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Understanding the concept of conflict
- 2.0 Know the different types of conflicts in human societies
- 3.0 Know the causes and sources of conflict
- 4.0 Understand the various theories of conflict



- 5.0 Understand media role during conflict
- 6.0 Understand the strategies of reporting during conflict
- 7.0 Film shows on conflict in Hotel Rwanda, Imam & Pastor

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: CONFLICT REPORTING			COURSE CODE MAC 317		CONTRACT HOURS/CREDIT UNIT hrs/week 2	
HND 1 Semester: 2 <sup>ND</sup>			Pre-requisite:			
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVE: 1.0</b> Understand the concept of conflict					
	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
	1.1 Define conflict 1.2 Explain conflict from the domestic setting	- Explain the meaning of conflict - Explain conflict from various perspectives	Demonstrate in understanding of conflict Demonstrate individualism in various perspective	Guide students to understand the meaning of conflict.	Textbooks	Assignments
<b>GENERAL OBJECTIVE: 2.0</b> Know the different types of classification of conflict in human societies						
	2.1 Distinguish the various forms of conflict from sociological, political, economic perspective	Explain forms of conflict Explain conflict from various disciplinary perspective	Demonstrate industry of the different conflict types of localline understanding	Guide students to understand differences in conflict	Books	Assignments
<b>GENERAL OBJECTIVE : 3.0</b> Know the causes and sources of conflict						
	3.1 enumerate the causes of conflict	Explain causes of conflict	Acknowledge the causes and sources of conflict	Guide the students in understanding causes and sources of conflict in the local area	Books	Assignments



<b>GENERAL OBJECTIVE: 4.0</b> Understand the various theories of conflict						
	4.1 State the various theories of conflict	Explain the various theories of conflict			Books	Assignments Quiz
	4.2 Explain relevance of the theories to the Nigerian situation	Explain the functions and dysfunction of each				
<b>GENERAL OBJECTIVE: 5.0</b> Understand media role during conflict						
	5.1 Examine media role during conflict	Explain how the media rights conflict	Books	Demonstrate media roles in conflict	- Guide on media role and techniques of reporting during conflict	Assignments
	5.2 Identify reporting techniques in conflict situations	Explain reporting strategies in conflict		Demonstrate strategies of reporting		
<b>GENERAL OBJECTIVE: 6.0</b> Understand the strategies of Reporting Conflict						
	6.1 Explain the strategies of media reporting conflict	- Explain the strategies of reporting conflict by the media	Books	- Demonstrate understanding of strategies of reporting conflict	- Guide students in strategies of conflict report and the risk involved	Assignments
	6.2 Describe the risk factors in reporting conflict	- Explain the risk involved in conflict reporting		show the risk involved in reporting conflict		

PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: MASS COMMUNICATION RESEARCH

COURSE CODE: MAC 321

DURATION: 3 HOURS/WEEKS

GOAL: This course designed to prepare students on how to design, conduct write and present a research report

GENERAL OBJECTIVES:

On completion of this course, the student should:

- 1.0 Understand the quantitative and qualitative approaches to scientific inquiry
- 2.0 Know various mass communication research methods in Nigeria
- 3.0 Know how to design a research project
- 4.0 Know how to gather data for the research project
- 5.0 Understand appropriate research reporting style

PROGRAMME: HIGHER NATIONAL DIPLOMAL IN MASS COMMUNICATION						
COURSE: MASS COMMUNICATION RESEARCH		COURSE CODE MAC 321			CONTACT HOURS/CREDIT UNIT 3/ hrs/week 2	
YEAR: 300 Semester: 2 <sup>ND</sup>		Pre-requisite:				
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVE 1.0:</b> Understand the quantitative and qualitative approaches to scientific inquiry					
	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
1-3	1.1 Define scientific inquiry 1.2 Describe common approaches to scientific inquiry 1.3 Distinguished between inquiry in the physical and social sciences 1.4 Analyse scientific attitude and scientific orientation	- Explain scientific inquiring - Explain research method - Explain research designs - Explain appropriate research reporting styles - Explain research gathering	No practical required		Textbooks Journals Research reports Computer with appropriate relevant software (SPSS)	- Do mock survey - Do mock content Analysis - Do mock historical research etc. - Assign more practical assignment Critique the mock survey

						and content analysis - Critique assignments.
<b>GENERAL OBJECTIVE 2.0: Know various mass communication research methods</b>						
4-5	2.1 Explain qualitative research method 2.2 Explain the quantitative research method 2.3 Explain content analysis 2.4 Explain the experimental research method 2.5 Explain the survey method	Explain qualitative research method Explain the quantitative research method Explain content analysis Explain the experimental research method 2.5 Explain the survey method	No practical required		Textbooks Journals Internet	
<b>GENERAL OBJECTIVE : 3.0 Know how to design research project</b>						
6-9	3.1 Explain research design 3.2 Identify research design types 3.3 Conceptualize the research problem 3.4 Explain operational definition of terms 3.5 Narrow down the operational definition to specifics 3.6 State the basic assumptions for a research project 3.7 Explain the methodology for a research project 3.8 Review relevant literature	Explain research design List types of research design Explain research problem Explain operational definition of terms Explain basic assumptions for a research work Explain research methodology Explain literature	No practical required		Textbooks Journals Samples of research report	Give assignment Grade the assignments Discuss outcome in class with the students

		review				
<b>GENERAL OBJECTIVE: 4.</b> Know how to gather data for the research project						
10-11	4.1 Use the quantitative method 4.2 Use the qualitative method 4.3 Use the personal interview 4.4 Design questionnaires 4.5 Use questionnaires 4.6 Use pretest as a sample survey technique 4.6 Analyse data 4.7 Evaluate the data	Explain how to use the qualitative and quantitative methods Explain how to conduct a personal interview Explain how to use questionnaires Explain how to analyse data	No practical required		Textbooks Journals Samples research reports Computer with appropriate software	

**GENERAL OBJECTIVE:** 5.0 Understand appropriate research reporting styles/format, Title page, Approval, Dedication (optional)  
 Acknowledgement , Abstract, Table of Content, List of Illustrations, Introduction

Chapter 1

1. Lit. Review 2. Methodology 3. Data Presentation 4. Summaries, Conclusion and Recommendation, 5. Bibliography 6. Appendixes

12-14	5.1 Identify appropriate reporting styles 5.2 Explain elements in the format 5.3 Explain different referencing styles	List reporting styles Explain the elements in the reporting format Explain different referencing styles and bibliography.			Books Journal Styles manuals	Quizzes and assignments BN: Every student should do a mini research project or prepare a research proposal at the end of the course
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PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: INTERNATIONAL COMMUNICATION

COURSE CODE: 323

DURATION: 3 HOURS/WEEKS

GOAL: This course is designed to impact to the student knowledge of the nature. It examines the impact of internet, communication technology on international communication as well as globalization. It also highlights major carriers of international communication

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 2.0 Understand the definition of international communication
- 3.0 Know the history of international communication
- 4.0 Understand important concepts in international communication
- 5.0 Know the media of international communication
- 6.0 Appraise the adequacy or otherwise of the different media of international communication

- 7.0 Understand the politics of international communication
- 8.0 Understand the history and role of international news agencies
- 9.0 Know international communication organizations
- 10.0 Understand the impact of ICT on International communication
- 11.0 Understand the problems of International communication

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: INTERNATIONAL COMMUNICATION			COURSE CODE MAC 323		CONTRACT HOURS/CREDIT UNIT 3/hrs/week 2	
YEAR: 400 Semester: 2 <sup>ND</sup>			Pre-requisite:			
COURSE SPECIFICATION: THEORY						
WEEK	<b>GENERAL OBJECTIVE:</b> 1.0 Understand the definition of international communications					
	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
	1.1 State various definitions of international communication 1.2 Distinguish between international communication and other types of communication 1.3 Discuss the important models of international communication	<ul style="list-style-type: none"> <li>- Explain international communication</li> <li>- Explain global news flow</li> <li>- Explain the politics of international communication</li> <li>- Explain the role of international News Agency</li> <li>- Identify international communication organisation</li> <li>- Explain the problems of</li> </ul>		No practical is required	<ul style="list-style-type: none"> <li>- Books</li> <li>- Internet</li> <li>- Satellite Broadcast</li> </ul>	<ul style="list-style-type: none"> <li>- Ask the students how they use the internet and its impact on them.</li> <li>- Direct students to go on line on international News agency</li> </ul>



		international communication				
<b>GENERAL OBJECTIVE: 2.0</b> Know the history of international communication						
	2.1 Outline the landmarks in international communication e.g. printing 2.2 Trace the history of external broadcasting 2.3 Trace the history of Satellite TV 2.4 Trace the history of the Internet	Explain the landmarks in international communication e.g. printing Give the history of external broadcasting Satellite TV And the Internet		Satellite TV		Give the history of external broadcasting Satellite TV And the Internet
<b>GENERAL OBJECTIVE : 3.0</b> Understand important of concepts in international communication						
	3.1 Explain global news flow 3.2 Explain developing countries' concept of news flow. 3.3 Media Imperialism 3.4 Explain media globalization	Explain global news flow Explain developing countries' concept of news flow. Media Imperialism Explain media globalization		Internet		Explain global news flow in developing countries Media Imperialism And media globalization
<b>GENERAL OBJECTIVE: 4.</b> Know the media of international communication						
	4.1 State the functions of cables, radio, television, satellite, facsimiles, newspapers, magazines, laser, computers, etc as vehicles of international communication 4.2 Identify the internet and news media in the international communication.	Explain the functions of cables, radio, television, satellite, facsimiles, newspapers, magazines, laser, computers, etc as vehicles of international	Illustrate the functions of cables, radio, television, satellite, facsimiles, newspapers, magazines, laser,	Guide students in illustrating the functions of cables, radio, television, satellite, facsimiles, newspapers, magazines,	newspapers, magazines, laser, computers, TV	What is the functions of cables, radio, television, satellite, facsimiles, newspapers, magazines, laser, computers in

	<p>4.3 State the role of film in international communication</p> <p>4.4 Explain the role of books and online publishing in international communication</p>	<p>communication</p> <p>State the role of film in international communication</p> <p>Explain the role of books and online publishing in international communication</p>	<p>computers, etc as vehicles of international communication</p> <p>See the role of film in international communication</p>	<p>laser, computers, etc as vehicles of international communication</p> <p>see the role of film in international communication</p>		<p>international communication</p>
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**GENERAL OBJECTIVE: 5.0** Understand the politics of international communication

	<p>5.1 Explain the concept of free and balanced flow of information</p> <p>5.2 Analyse the concept of the global village</p> <p>5.3 Explain political perspective on global communication</p> <p>5.4 Explain the economic/cultural implications of international mass communication</p> <p>5.5 Explain foreign policy implication</p> <p>5.5 Discuss the developing countries' position on global communication – development communication</p>	<p>Discuss the concept of free and balanced flow of information</p> <p>Analyse the concept of the global village</p> <p>Explain political perspective on global communication</p> <p>Explain the economic/cultural implications of international mass communication</p> <p>Discuss the developing countries' position on global communication – development communication</p>		<p>Practical not required</p>		<p>1 Explain free and balanced flow of information in a global village</p> <p>Discuss the developing countries' position on global communication – development communication</p>
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**GENERAL OBJECTIVE: 6.0** Understand the role of International News Agency

	<p>6.1 List the major global news agencies e.g. Reuters, TASS, aFP, AP, UPI, NCNA, KYIODO of Japan in modern news agency</p> <p>6.2 Analyse the operations of the international news agencies</p> <p>6.3 Analyse the developing world's news agencies and their roles</p> <p>6.4 Discuss the history, ownership, functions, problems and prospect of the News Agency of Nigeria.</p>	<p>List the major global news agencies e.g. Reuters, TASS, aFP, AP, UPI, NCNA, KYIODO of Japan in modern news agency</p> <p>Analyse the operations of the international news agencies developing world's news agencies and their roles</p> <p>Discuss the history, ownership, functions, problems and prospect of the News Agency of Nigeria.</p>				<p>Explain operations of the international news agencies</p>
<b>GENERAL OBJECTIVE: 7.0</b> Know international communication organizations						
	<p>7.1 List the major international communication organizations, e.g. ITU, International Telecoms Union</p> <p>7.2 Explain the role of ITU</p> <p>7.3 Outline the major causes of International communication</p>	<p>List the major international communication organizations,</p> <p>Explain the role of ITU</p> <p>Outline the major causes of International communication</p>				<p>List the major international communication organizations</p>
<b>GENERAL OBJECTIVE: 8.0</b> Understand the problems of International communication						

8.1	Explain the concept of cultural imperialism as a problem	Explain the concept of cultural imperialism as a problem ,				What is imperialism and what are the problem that are associated with it
8.2	In international communication explain the social political problem	- In international communication --social political problem				
8.3	Evaluate the problems of social media	- Evaluate the problems of social media				
8.4	Analyse the problems of trans-border security	And trans-border security				

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 324		Contact Hours: 3
	Subject/Course: INTERPERSONAL COMMUNICATION	DUCATION: 4 HOURS/WEEK	SCHEDULE: SEMESTER	Theoretical: hours/week 1 2
	Year: HND1 Semester: 2 <sup>nd</sup>	Pre-requisite:		Practical: 1 hours /week
<b>GOAL:</b> This is designed to equip the students with ideas and knowledge that will enable them to communicate effectively with people on a face-to-face basis				

<b>GENERAL OBJECTIVES:</b>
<b>On completion of this course the student should:</b>
1.0 Know the meaning of interpersonal communication
2.0 Understand aspects of interpersonal communication
3.0 Understand the principles of group dynamics
4.0 Understand the role of interpersonal communication in altitude and behaviour change

Course: : INTERPERSONAL COMMUNICATION		Course Code: MAC 324		Contact Hours 4:		
Course Specification:						
		Year: HND1	Pre-requisite: -	Practical: hours /week		
		Theoretical Content	Practical Content			
<b>General Objectives: 1.0</b> Know the meaning of interpersonal communication						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
	<b>Meaning</b> 1.1 Define interpersonal communication  1.2 List interpersonal communication situations  1.3 Explain interpersonal communication situation  1.4 Outline differences between interpersonal communication and other types of communication	Explain interpersonal communication Explain various types of interpersonal communication  Explain interpersonal communication situation  Explain theories of value	Textbooks Video tape, Notebooks Films Video Recorders  Textbooks Video tape, Notebooks Films Video Recorders	practice interpersonal relationship for convenience communication skills  practice interpersonal relationship for convenience communication skills	Explain altitude Explain Behaviour Change	Assign students to observe individual groups and present report  Evaluate reports  Evaluate group assignments
<b>General Objectives: 2.0</b> Understand aspects of interpersonal communication						
	<b>Aspects</b> 2.1 Describe the theories of value, human nature, human needs,	Explain philosophy of humanism	Video Players	practice interpersonal relationship for	Guide students to practice interpersonal	Evaluate reports Evaluate reports

	<p>human behaviour and human relationship.</p> <p>2.2 Explain the impact of human altitude and on the development of interpersonal communication</p> <p>2.3 State the philosophy of humanism and the impact o culture on human relations</p> <p>2.4 Distinguish between verbal and non- verbal communication in interpersonal communication</p>	<p>Explain verbal and non -verbal communication</p> <p>Define group, leadership and group dynamics</p> <p>List the between verbal and non- verbal communication in interpersonal communication</p>	Computer	convenience communication skills	relationship for convenience communication skills	
<b>General Objectives: 3.0</b> Understand the principles of group dynamics						
	<p><b>Group Dynamics</b></p> <p>3.1 Define group</p> <p>3.2 Explain group dynamics</p> <p>3.3 Explain group norms and group culture</p> <p>3.4 List the factors that facilitate consensus within the group</p> <p>3.5 Explain the concept of leadership in group dynamics</p>	<p>Define group</p> <p>-Explain group dynamics</p> <p>- group norms and group culture</p> <p>Explain the factors that facilitate consensus within the group,</p>		Practical not required		<p>Define group</p> <p>- group dynamics</p> <p>- group norms and group culture</p> <p>What are the factors that facilitate consensus within the group,</p>

	3.6 Explain human dynamics	concept of leadership in group dynamics and human dynamics				
<b>General Objectives: 4.0</b> Understand the role of interpersonal communication in altitude and behaviour change						
	4.1 Define altitude role	Define altitude role				Define altitude and altitude change , behavior and behavior change
	4.2 Explain altitude change	And altitude change				
	4.3 Define behaviour	Define behavior and behaviour change				
	4.4 Explain behaviour change	Identify role of interpersonal communication in altitude and behaviour change				
	4.5 Identify role of interpersonal communication in altitude and behaviour change					

PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: WRITING MASS MEDIA CRITIQUE

COURSE CODE: 325

DURATION: 3 HOURS/WEEKS

**GOAL:** This course is designed to develop the students knowledge in writing critiques of mass media content in print, film, broadcast and online media

**GENERAL OBJECTIVES:**

On completion of this course, the students should:

- 1.0 know critical thinking
- 2.0 know critical writing
- 3.0 Understand the purpose of C.R.
- 4.0 Know the qualities of a critique/Reviewer
- 5.0 Kinds of media critique
- 6.0 Analyse sample critique/reviews
- 7.0 Know how to Write Reviews

<b>PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION</b>						
<b>COURSE: WRITING MEDIA CRITQUE</b>		<b>COURSE CODE MAC 325</b>			<b>CONTRACT HOURS/CREDIT UNIT 3/ hrs/week 2</b>	
<b>YEAR: 400 Semester: 2<sup>ND</sup></b>		<b>Pre-requisite:</b>				
<b>COURSE SPECIFICATION: THEORY</b>						
<b>WEEK</b>	<b>GENERAL OBJECTIVE: 1.0 Know critical thinking</b>					
<b>K</b>						
	<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>		
	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Resources</b>	<b>Evaluation</b>
	1.1 Define critical thinking 1.2 Identify characters of critical thinking 1.3 Explain stages of critical thinking	- Explain critical writing - Explain Role of writing observation n critical writing	Books Radio Programme TV Programme	engage in critique writing and thinking	Take students through a critique thinking	Give group and individuals assignments  Evaluate assignments



<b>GENERAL OBJECTIVE: 2.0 Know critical thinking</b>						
	2.1 Explain critical writing 2.2 Explain the role of insight and observation and critical writing 2.3. Undertake exercises in critical writing 2.4 Explain setting, structure and technique 2.5 State different types of character 2.6 List methods of character portrayal	- Guide students on how to do critical writing /Review	Print Articles	Print, Video and broadcast		
<b>GENERAL OBJECTIVE : 3.0 Understand the purpose of critical writing</b>						
	3.1 Identify samples of C.W. 3.2 Explain purpose of C.W. 3.3 Evaluate C.W.	- Explain various types of critique/Review -	Film Clips	Materials		Repeat
<b>GENERAL OBJECTIVE: 4.0 Understand kinds of media critiques/review</b>						
	4.1 List types of media critique 4.2 identify elements of each type of M.C. 4.3 Explain structures of types of media 4.4 Analyse the structure of a play 4.5 State the differences between a novel and a play	- Explain types of media critique - Help students identify types	- Projectors - Computers - Magazines	-	-	Repeat
<b>GENERAL OBJECTIVE: 5.0 Know how to write critique/Review</b>						
	5.1 Write media critique/ for print, film, broadcast &online 5.2 Evaluate critique above.	- Use samples of film, video, print materials to explain process of critique	Repeat	- Repeat		Repeat

PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: ADVERTISING CAMPAIGN AND EXECUTION

COURSE CODE: 326

DURATION: 3 HOURS/WEEKS

GOAL: This course is designed to acquaint the student with the different roles played by the key actors in the planning and execution of advertising campaigns. It is also aimed at getting the student to practice how to play these roles.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know the key functions or stages in advertising campaign planning and execution
- 1.1 Know what planning entails
- 1.2 Know how to set campaign objectives
- 1.3 Know advertising budgeting
- 1.4 Know what the preparation function entails
- 1.5 Know what the placing functions entails
- 1.6 Know how to prepare and present advertising campaigns
- 1.7 Know how to evaluate advertising campaigns

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION		
COURSE: ADVERTISING CAMPAIGN AND EXECUTION	COURSE CODE MAC 326	CONTRACT HOURS/CREDIT UNIT 3/hrs/week 2
YEAR: 400 Semester: 2 <sup>ND</sup>	Pre-requisite:	
COURSE SPECIFICATION: THEORY		
WEEK K	<b>GENERAL OBJECTIVE:</b> 1.0 Know the key functions or stages in advertising campaign planning and execution	

THEORETICAL CONTENT			PRACTICAL CONTENT			
Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation	
1.1 Identify the key functions in campaign planning and execution 1.2 Clearly describe functions in 1.1. above	<ul style="list-style-type: none"> <li>- Explain advertising campaign planning and execution</li> <li>- Explain what planning entails</li> <li>- Identify preparation function</li> </ul>	<ul style="list-style-type: none"> <li>plan advertisement campaign</li> <li>Draw up budgets</li> <li>-Supervise relevant planning sections</li> </ul>	<ul style="list-style-type: none"> <li>Guide students through the planning and execution advertisement, campaign</li> <li>Draw up budgets and</li> <li>Supervise relevant planning sections</li> </ul>	<ul style="list-style-type: none"> <li>- Digital</li> <li>- Classroom</li> <li>- Vehicle Computers</li> </ul>	<ul style="list-style-type: none"> <li>- Execute mock campaigns</li> </ul>	
<b>GENERAL OBJECTIVE: 2.0 Know what planning entails</b>						
2.1 Identify the key actor at the planning stage of advertising campaign 2.2 Conduct relevant researches 2.3 Describe the key elements in the planning process, viz, selecting an advertising agency, preparing an advertising brief, determining the appropriate advertising budget, proposing a date plan for the various activities. 2.4 Explain how to select an agency 2.5 Explain the key points in a typical advertising brief, viz, product	<ul style="list-style-type: none"> <li>- Explain placing</li> <li>- Explain campaign preparation and presentation</li> <li>- What is campaign objectives</li> <li>- Organise visits to advertising agencies</li> </ul> <p>Explain the key points in a typical advertising brief, viz, product definition/formulation; market, market size; market shares. Target consumers – their beliefs and attitudes as well as their cultural traits; product's</p>				<ul style="list-style-type: none"> <li>Evaluate their campaigns</li> <li>Repeat</li> </ul>	

	<p>definition/formulation; market, market size; market shares. Target consumers – their beliefs and attitudes as well as their cultural traits; product's strengths and weaknesses; distribution channels, sales pattern and/or breakdown by region or month or season; advertising objectives; marketing objectives, advertising budget; date plan, etc.</p> <p>2.6 Write an advertising brief.</p>	<p>strengths and weaknesses; distribution channels, sales pattern and/or breakdown by region or month or season; advertising objectives; marketing objectives, advertising budget</p>				
<b>GENERAL OBJECTIVE</b> : 3.0 Know what the preparation functions entails						
	<p>3.1 Describe the key actions during preparation</p> <p>3.2 Describe the key functions in the preparation states, e.g. copywriting, layouting, finished artwork, colour separation, printing, recording, story board, casting, location hunting, shooting, editing etc.</p> <p>3.3 Write copy of various media for a consumer product or service, e.g. poster, magazine, radio, television, point-of –sale etc.</p> <p>3.4 Prepare required layouts</p> <p>3.5 Prepare (or arrange the preparation of) finished artwork</p>	<p>Explain the key action and functions in the preparation states, e.g. copywriting, layouting, finished artwork, colour separation, printing, recording, story board, casting, location hunting, shooting, editing etc.</p> <p>Write copy of various media for a consumer product or service, e.g. poster, magazine,</p>	<p>Prepare required layouts</p> <p>Supervise photography session</p> <p>Supervise radio recording and editing</p> <p>Supervise film shooting and editing</p> <p>Supervise the printing of</p>	<p>Make students</p> <p>Prepare required layouts</p> <p>Supervise photography session</p> <p>Supervise radio recording and editing</p> <p>Supervise film shooting and editing</p> <p>Supervise the printing of</p>	<p>Printing studio</p>	<p>Describe the key functions in the preparation states, e.g. copywriting, layouting, finished artwork, colour separation, printing, recording, story board, casting, location hunting, shooting, editing etc</p>

	<p>3.6 Supervise photography session</p> <p>3.7 Supervise radio recording and editing</p> <p>3.8 Supervise film shooting and editing</p> <p>3.9 Supervise the printing of posters and giveaways.</p> <p>3.10 Draw up a detailed schedule for the listed 3.9 above actions</p>	<p>radio, television, point-of –sale etc.</p>				
<b>GENERAL OBJECTIVE: 4.</b> Know what the placing function entails						
	<p>4.1 Define the placing function, viz, selection of appropriate media, planning the utilization of each medium, marking orders/bookings</p> <p>4.2 Describe the key agency factors involved in placing e.g. media planners and buyers</p> <p>4.3 Explain media planning</p> <p>4.4 Describe the various media planning tools, viz, media data such as circulation, readership/viewership coverage, rates, and media plans/schedules</p> <p>4.5 Explain the strengths and weaknesses of various media.</p> <p>4.6 Prepare media plans or schedules</p> <p>4.7 Explain media buying</p> <p>4.8 Explain the peculiarities/problems in media buying in Nigeria e.g.</p>	<p>Describe the key agency factors involved in placing e.g. media planners and buyers</p> <p>Define the placing function, viz, selection of appropriate media, planning the utilization of each medium, marking orders/bookings</p> <p>Explain media planning</p> <p>Describe the various media planning tools, viz, media data such as circulation, readership/viewership coverage, rates, and media plans/schedules</p>				

	lack of understanding on the part of media owners; difficulty in negotiating special rates and terms.	Explain the strengths and weaknesses of various media. Prepare media plans or schedules Explain media				
<b>GENERAL OBJECTIVE: 5.0</b> Know how to prepare and present advertising campaigns						
	5.1 Prepare the parts of an advertising campaign. 5.2 Prepare the whole of an advertising campaign 5.3 Present an advertising campaign	Explain the advertisement campaign. (part and whole)		Newspapers, TV and Radio		Prepare the parts of an advertising campaign.
<b>GENERAL OBJECTIVE: 6.0</b> Know how to evaluate advertising campaigns (project work)						
	6.1 Evaluate the effectiveness of an advertising campaign through the design and execution of appropriate research.	Discuss the effectiveness of an advertising campaign through the design and execution of appropriate research.	See the effectiveness of advertising campaign in a given advert			Evaluate the effectiveness of an advertising campaign through the design and execution of appropriate research.
<b>GENERAL OBJECTIVE: 7.0</b> Know how to set campaign objectives						
	7.1 conduct campaign objectives e.g. DAGMAR principles 7.2 Identify target audience 7.3 Establish campaign research 7.4 Conduct risk assessment 7.5 Determine the common study 7.6 Establish mounting evaluate guidelines	What is campaign objectives e.g. DAGMAR principles 7.2 Identify target audience 7.3 Establish campaign research				

		7.4 Conduct risk assessment 7.5 Determine the common study 7.6 Establish mounting evaluate guidelines				
<b>GENERAL OBJECTIVE: 8.0 Advertising Budget</b>						
		8.1 Explain advertising budget 8.2 Determine the budget allocation for each medium				

	MASS COMMUNICATION HND	Course Code: MAC 327		Contact Hours/Credit Unit: 2
	Subject/Course: MULTIMEDIA AND ONLINE JOURNALISM 1			Theoretical: Hours/week 1
	Year: HND 1 Semester: II	Pre-Requisite:		Practical: Hours/week 1

**GOAL:** This course is designed to introduce the student to fundamentals and practice of Multimedia and Online Journalism

**GENERAL OBJECTIVES:**

At the end of this course, students should:

- 12.0 Understand the concept of online journalism
- 13.0 Know the various technologies related to Online journalism practice
- 14.0 Know the elements of Online news stories and the essential tools required to create them
- 15.0 Know the various platforms (podcasts, blogs, webcasts etc) for online delivery of news contents

16.0	Understand the basics and nature of Web writing, teasers, articles, links, etc.
17.0	Know how to capture and create simple multimedia news contents for online presentation and delivery
18.0	Know the basic legal and ethical considerations of online publishing

	Course: MULTIMEDIA AND ONLINE JOURNALISM 1	Course Code: MAC 327		Contact Hours/credit Unit: 2		
				Theoretical: 1 Hours/Week		
	Year: HND 1 Semester: 2nd	Pre-Requisite:			Practical: 1 Hours/week	
<b>General Objectives 1.0: Understand the concept of online journalism</b>						
<b>Theoretical Content</b>			<b>Practical Content</b>			
<b>Week</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources</b>	<b>Evaluation</b>
1-3	1.4 Explain the meaning of online journalism 1.5 Identify the characteristics and features of online journalism. 1.6 Discuss the differences and similarities between online journalism and broadcast journalism and print journalism	Discuss the basics of Internet technology  Discuss the concept of online journalism, especially as a medium of reporting and publishing news  Discuss the impact of social media on news	No practical required	NA	Books Internet	Quiz



		publishing and the traditional news media				
3	<b>General Objectives 2.0: Know the various terminologies related to online journalism practice</b>					
	7.1 Identify common technologies peculiar to online journalism such as Online editor, Online reporting, multimedia newsroom, User Generated Contents (UGC), Citizen Journalism, etc.	List the various technologies related to Online journalism practice.  Explain each of these terminologies	No practical required	NA	Textbooks journals internet	Quiz
4-6	<b>General Objectives 3.0: Know various elements used for Online news story telling and the tools required to create them</b>					
	3.1 Identify the various multimedia elements such as audio slideshow, info graphics, online video and audio clips. 3.2 Identify the tools required to create each of these multimedia elements.	Explain each of the elements and tools as contained in the specific learning outcomes, with reference to examples of Online news websites.	Identify examples of these elements and tools	Guide the students to identify these elements and tools	Textbooks journals internet	Ask students questions in class

7-9	General Objectives 4.0: Know the various platforms (podcasts, blogs, webcasts etc) for online delivery of news contents					
	4.1 Identify the various platforms and methods (podcasts, blogs, webcasts, social Networking Sites SNS etc) for delivery of online news contents. 4.2 Describe each of these online news methods/platforms.	List the various platforms and explain them	Show examples of these platforms	Guide the students to identify these platforms.	Textbooks journals internet	Quiz
10	General Objectives 5.0: Understand the basics and nature of web writing teasers, articles, links etc					
	5.1 Describe the nature of Web writing. 5.2 Identify the features distinguishing web writing from other types of writing	Explain the nature web writing  Explain the features	Show examples of Web scripts  Give/show examples	Steer students to the nature of web writing  Lead students to identify the features	Audio recording devices video  Internet	Quiz
11-13	General Objectives 6.0: Know how to capture and create simple multimedia news contents for online presentation					
	6.1 Explain how to capture and create the various elements in 3.1 above, using the tools introduced in 3.2 above.	Discuss how to capture and create simple multimedia news contents (using software such as audacity, windows, Movies Maker, Sound slides etc) for	capture and create simple multimedia news contents suitable for export to a typical news websites/platforms	Demonstrate how to use tools and software to produce multimedia materials for expert to online platforms such		Give assignment  Grade and discuss outcome in class

		online presentation and delivery to online platforms		as YouTube, Podomatic institution's websites using mobile devices		
14	General Objectives 7.0: Know the basics legal and ethical considerations of online publishing					
	7.1 Discuss various legal and ethical considerations of online publishing	Explain legal and ethical implications of online publishing	No practical required	NA	Books Journals Internet	Quiz assignment

Department/ Programme: MASS COMMUNICATION/ HIGHER NATIONAL DIPLOMA(HND)		Course Code: MAC 328		Contact Hours: 3
Subject/Course: TELEVISION PRODUCTION TECHNIQUES		DURATION: 3 HOURS/WEEK	SCHEDULE: SEMESTER	Theoretical: hours/week 1
Year: HND I	Semester: 2 <sup>nd</sup>	Pre-requisite:		Practical: 2 hours /week
GOAL: This course is designed to upgrade the student's skill in the techniques of television production.				

<b>GENERAL OBJECTIVES:</b>	
On completion of this course, the students should:	
1.0	Know the operational techniques of a television studio and equipment
2.0	Know how to operate the camera
3.0	Know how to write scripts for television programmes

4.0	Know how to use pictorial elements, set and graphics
5.0	Know how to use television light effectively
6.0	Understand how to produce different television programmes
7.0	Know how to undertake post production activities

<b>PROGRAMME: MASS COMMUNICATION</b>						
<b>COURSE: TELEVISION PRODUCTION TECHNIQUES</b>			<b>COURSE CODE MAC 328</b>		<b>CONTRACT HOURS/CREDIT UNIT 3/ hrs/week 3</b>	
<b>YEAR: 400 Semester: 2<sup>ND</sup></b>			<b>Pre-requisite:</b>			
<b>COURSE SPECIFICATION: THEORY</b>						
<b>WEEK</b>	<b>GENERAL OBJECTIVE 1.0: Know the operational techniques of a television studio and equipment</b>					
	<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>		
	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Specific Learning Outcome</b>	<b>Teacher Activities</b>	<b>Resources</b>	<b>Evaluation</b>
1-2	1.1 Describe the vision mixer 1.2 Explain how to operate the mixer 1.3 Explain the operation of video recording and playback systems 1.4 Explain the operation of audio in television	Explain vision mixer operation Explain how to use various video recording/ playback devices.	Operate the vision mixer Demonstrate the operation of video and audio recording/playback devices	Show students how to operate the vision mixer, video and audio recording/playback devices	Vision mixer, DVD recorder/player	Quiz Assignments
<b>GENERAL OBJECTIVE 2.0: Know how to operate the camera</b>						
3	2.1 Explain camera positioning and movement. 2.2 Explain the steps involved in setting up a camera 2.3 Explain shot composition and camera movements that	Explain positioning of camera Identify steps involved in stepping up a camera.	Position camera for a programme. Demonstrate shot composition	Demonstrate camera positioning Show camera stand	Cameras Camera stands Other TV studio equipment	Quiz Assignments

	result in the shots 2.4 List reasons for using camera stands	Explain shot compositions. List reasons for using camera stand.				
<b>GENERAL OBJECTIVE 3.0: Know how to write scripts</b>						
4-5	3.1 Explain formats for different television programmes 3.2 Describe the units of information a TV scripts should contain 3.3 Explain the TV news script 3.4 Explain the documentary script 3.5 Explain how to write television scripts for Drama, variety show, magazine and other programmes	<ul style="list-style-type: none"> <li>- Identify the elements of a television script and script formats</li> <li>- List the units of information for a television script</li> <li>- Describe the television news format</li> <li>- Explain the documentary and other types of script</li> </ul>	Demonstrate writing television script for different programmes	Direct and guide students to write TV scripts for different programmes	Sample scripts	Quiz Assignments
<b>GENERAL OBJECTIVE 4.0: Understand the use of pictorial elements: Sets and graphics</b>						
6-7	4.1 Explain the concept of pictorial design 4.2 Discuss stage design 4.3 Use set and scenic elements 4.4 Explain the principle of graphic design 4.5 Generate and use graphics from computer – credits, illustrations, etc	<ul style="list-style-type: none"> <li>- Define and explain pictorial elements, pictures and illustrations</li> <li>- Explain stage design</li> <li>- Explain set and scenic elements</li> <li>- Discuss graphic design</li> <li>- Use computer to generate graphics</li> </ul>	<ul style="list-style-type: none"> <li>- Identify pictorial elements</li> <li>- Demonstrate stage design</li> <li>- Generate graphics from computer</li> </ul>	<ul style="list-style-type: none"> <li>- Guide students and supervise students to generate and use graphics</li> </ul>	- Computers softwares	Assignments Quizzes.
<b>GENERAL OBJECTIVE 5.0; Know how to use television light effectively</b>						

8-10	<p>5.1 Define television lighting.</p> <p>5.2 Explain the reasons for lighting for television</p> <p>5.3 Explain the goals of television lighting</p> <p>5.4 Explain technical and non-technical lighting objectives</p> <p>5.5 Explain the basic or three point lighting steps.</p> <p>5.6 Explain lighting levels</p> <p>5.7 Discuss hard light, soft light, spot and flood lights</p> <p>5.8 Explain lighting operators and directors.</p> <p>5.9 Discuss types of lighting instruments</p>	<ul style="list-style-type: none"> <li>- Define television lighting</li> <li>- Explain goals and objectives of lighting</li> <li>- Explain the key light, back light, and fill light</li> <li>- Explain light levels and how they can be set up</li> <li>- Differentiate between hard light, soft light and fill light.</li> <li>- Explain instrument used to generate different kinds of television lights: Fresnel spotlight Ellipsoidal spotlight , etc</li> </ul>	<p>Set up lights for a production</p> <p>Operate the lighting instruments</p>	<p>Guide students to set up light for a typical production and to operate the different lighting instruments</p>	<p>Lighting instruments</p> <p>Studio with accompanying equipment.</p>	<p>Give assignment and grade</p> <p>Quiz</p>
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<b>GENERAL OBJECTIVE: 6.0 Know how to produce different television programmes</b>						
11-13	6.1 Explain the steps involved in producing a news programme 6.2 Discuss the production of a drama programme 6.3 Explain the documentary production process. 6.4 Discuss the production of magazine, variety, children's and other programmes	<ul style="list-style-type: none"> <li>- Explain how to make a television news programme</li> <li>- Describe the production process of a television drama programme</li> <li>- Explain the phases of a TV documentary and the producers role in each phase.</li> <li>- Explain how to make the magazine programme, reality programme, variety programmes etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Organise for programme production</li> <li>- Produce news, drama, documentary, reality and other programmes</li> </ul>	<ul style="list-style-type: none"> <li>- Guide students to produce programmes in groups</li> </ul>	Cameras, Vision mixer, studio and mobile lights. Audio and video records	Group production assignments
<b>GENERAL OBJECTIVE 7.0: Know how to undertake post-production activities</b>						
14-15	7.1 Define post production 7.2 Explain the need for post production 7.3 Identify the activities involved in post-production – video editing, audio editing, colour correction of video clips, selection of	<ul style="list-style-type: none"> <li>- Define post-production.</li> <li>- Explain why post-production is done</li> <li>- List and explain the activities involved in post-production</li> <li>- Explain video and audio</li> </ul>	Identify post-production activities. Carry –out video and audio editing	Show students how to carry out the practical production task in the performance activities.	Computers with appropriate softwares. Editing suites Video and audio consoles	Give practical video and editing assignments

	background music, creation of special effects, dubbing Explain video editing	editing				
7.4	Explain Audio editing.	- Explain the need for colour correction				
7.5	Explain colour correction of video clips.	- Discuss background music and its application in post-production				
7.6	Discuss background music	- Perform video editing.				
7.7	Edit video					

	<i>Department/ Programme: HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION</i>	<i>Course Code: MAC 329</i>		<i>Contact Hours: 3</i>
	<i>Subject/Course: ADVANCED EDITING</i>	<i>DUCATION: 3 HOURS/WEEK</i>	<i>SCHEDULE: SEMESTER</i>	<i>Theoretical: hours/week 1</i> <i>2</i>
	<i>Year: HND2Semester: 2<sup>nd</sup></i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>

Goal: The course is designed to broader the student knowledge of the theory and practice of sub editing for newspaper and magazine it is a skill course which requires quick and adequate news judgment. The emphasis in on precision, accuracy and clarity of copy presentation for publication

#### GENERAL OBJECTIVES:

On completion of this course the student should:

1. Know the meaning of copy editing.
2. Understand the importance of copy editing.



3. Demonstrate competence in copy editing.
4. Know copy formats.
5. Understand the utility and importance of house style.
6. Know newspaper/ magazine make up and editing devices.

Course: : ADVANCED EDITING			Course Code: <b>MAC 329</b>			Contact Hours 3:
Course Specification:						
		Year: HNDII	Pre-requisite: -		Practical:    hours /week	
		Theoretical Content		Practical Content		
<b>General Objectives: 1.0</b> Know the meaning of copy editing.						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
	1.1 Differentiate editing from general to specifics 1.2 Explain editing role, and functions in newspaper and magazine production 1.3 Explain editing from its general to specific perspectives 1.4 Explain editing roles and functions in newspaper and magazine production	Discuss the various definitions of editing from general to specifics Discuss the roles and functions of editing in rud and rug	Computers Newspapers Magazines	Find out students understanding of the editing concept, role and functions	Guide students to develop and define own definite of editing	Assignment Practical editing
<b>General Objectives: 2.0</b> Understand the importance of copy editing.						
	<b>Importance</b> 2.1 Identify editing	Identify and demonstrate the	Computers Newspapers	Students identify tools	Guide students in identification	Quizes Assignment

	<p>symbols</p> <p>2.2 Use editing symbols</p> <p>2.3 differentiate editing symbols from proof reading symbols</p> <p>2.4 Identify editing tools</p> <p>2.5 Use editing tools symbols</p> <p>2.6 Differentiate editing tools symbols from proofreading tools symbols</p>	<p>uses of editing tools/symbols</p> <p>Show the editing tools in the computer</p>	<p>Magazines</p>	<p>and their uses</p> <p>Student demonstrate understanding of the differences in the tools</p>	<p>of the tools</p>	
<b>General Objectives: 3.0</b> Demonstrate competence in copy editing.						
	<p><b>Competence</b></p> <p>3.1 Edit copy for accuracy, coherence, conciseness clarity, and simplicity</p> <p>3.2 Edit picture content</p> <p>3.3 Edit picture for format</p> <p>3.4 Edit picture for size</p> <p>3.5 Edit copy to eliminate verbosity, circumlocution, complexity, grammatical intricacies, embellishment and unnecessary elegance</p>	<p>Explain how a copy is edited to remove Unwanted</p> <p>Explain how to edit pictures in content</p> <p>sentences and syntax construt</p>	<p>Computer</p> <p>Newspaper</p> <p>Magazines</p>	<p>Demonstrate editing ability and how ability to to edit pictures in content and format</p>	<p>Guide students to edit newspapers and magazines and pictures</p>	<p>Practices in editing assignment</p>
<b>General Objectives: 4.0</b> Know copy format						
	<p><b>Format</b></p> <p>4.1 Identify spelling mistakes</p> <p>4.2 Slug stories</p>	<p>Discuss how spelling mistakes is identified</p>		<p>Show how to recognize spelling, sentences and</p>	<p>Guide students identify errors in sentence construction</p>	<p>Practices in editing assignment</p>

	<p>4.3 Apply computer copy format symbols e.g m/f,add one, add two etc</p> <p>4.4 Identify typographical errors in a copy</p> <p>4.5 Identify bad sentences construction in a copy</p> <p>4.6 Identify poor syntaxes in a copy</p> <p>4.7 Review non-sequential paragraphs in a copy</p> <p>4.8 Re-arrange entire copy for readability and quick understanding</p> <p>Identify errors in a copy</p> <p>4,9 identify poor sentences and syntax construct</p>	Discuss identification of errors in a copy including poor		other errors	syntax and other errors	
<b>General Objectives: 5.0</b> Understand the utility and importance of house style.						
	<p><b>House Style</b></p> <p>5.1 identify house style format</p> <p>5.2 use house style picture guidelines</p>	<p>identify house style format</p> <p>Demonstrate the use of house style using guidelines</p>	House styles copies and guidelines	<p>Illustrate different house styles</p> <p>Demonstrate House styles</p>	Guide students on different house and usage	Identify paper and their house styles
<b>General Objectives: 6.0</b> Know newspaper/ magazine make up and editing devices.						

Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	<b>Course Code:</b> <b>MAC 411</b>		<b>Contact Hours: 3</b>
<b>Subject/Course:</b> REPORTING SCIENCE AND TECHNOLOGY	<b>DUCATION: 4 HOURS/WEEK</b>	<b>SCHEDULE: SEMESTER</b>	<b>Theoretical: hours/week 1</b>
<i>Year: HND11 Semester: 1<sup>ST</sup></i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
<b>GOAL:</b> This course is designed to introduce the students to the use of science and technological information in writing news, features, commentaries etc			

### GENERAL OBJECTIVES:

#### On completion of this course the student should:

- 1.0 Understand science and technology
- 2.0 Know the uses of science and technology
- 3.0 Understand science and technology writing
- 4.0 Know the problem of science and technology reporting
- 5.0 Know scientific and technological terminologies
- 6.0 Know how to write science and technology news
- 7.0 Know how to interpret scientific and technological information
- 8.0 Know the importance of ICT in reporting science and technology
- 9.0 Know the use of science and technology in reporting environmental issues

Course: : REPORTING SCIENCE AND TECHNOLOGY		Course Code: <b>MAC 411</b>		Contact Hours 4:		
Course Specification:						
	Year: HND11	Pre-requisite: -		Practical: hours /week		
	Theoretical Content		Practical Content			
<b>General Objectives: 1.0</b> Understand science and technology						
Week	Specific Learning	Teacher's	Resources	Specific	Teacher's	Evaluation



	<p>of science and technology in industry</p> <p>2.3 Highlight the application of science and technology in importation</p> <p>2.4 Explain the application of science and technology in communication e.g. radio, television, telephone, printing etc</p> <p>2.5 Explain the application of science and technology in other human endeavor</p>	<p>technology reporting and the solutions</p> <p>Identify science and technology Terminologies</p> <p>Demonstrate how to write science and technology reports</p> <p>Generate a format for science and technology report</p>				
<b>General Objectives: 3.0</b> Understand science and technology writing						
	<p><b>Writing</b></p> <p>3.1 Define science and technology writing</p> <p>3.2 Outline the scope of science and technology reporting</p>	<p>Interpret some scientific and technological break through</p> <p>Explain technologies of interview</p> <p>List the importance of ICT in science and technology reporting</p>				
<b>General Objectives: 4.0</b> Know the problem of science and technology reporting						

	<p><b>Problems</b></p> <p>4.1 Enumerate the problems of science and technology</p> <p>4.2 List solutions to the problems in science and technology e.g. use of reservation, use of library, use of laboratory, internet etc.</p>	<p>Define environment</p> <p>Identify environmental issues and the use of science and environmental reporting</p>				
<b>General Objectives: 5.0</b> Know scientific and technological terminologies						
	<p><b>Scientific Terminologies</b></p> <p>5.1 Use appropriate science and technology terminologies associated with industry, transportation, communication etc.</p>	<p>List out the Use of some terminologies associated with industry, transportation, communication in science and technology</p>				
<b>General Objectives: 6.0</b> Know how to write science and technology news						
	<p><b>Science/Technology News</b></p> <p>6.1 Identify sources of science and technology news</p> <p>6.2 Write science and technology news and features e.g. telecommunication, aviation, health, space expenditure etc.</p>	<p>Explain the features of Science and Technology e.g telecommunication, aviation, health, space expenditure etc.</p>				

<b>General Objectives: 7.0</b> Know how to interpret scientific and technological information						
	<b>Interpretation of information</b> 6.1 Explain the applications of science and technology to the audience  6.2 Conduct interviews with experts in the various discipline of science and technology  6.3 Explain the results of scientific and technological discoveries  6.4 Relate scientific findings and technological treat to human affairs	Discuss the applications of science and technology to the audience          Discuss the discoveries of scientific and technological findings and technological treat to human affairs	Conduct interviews with experts in the various discipline of science and technology	Guide students to practice interviews with experts in the various discipline of science and technology	Microphones, Audience	Explain the applications of science and technology to the audience          Relate scientific findings and technological treat to human affairs
<b>General Objectives: 8.0</b> Know the importance of ICT in reporting science and technology						
	<b>Science and technology reporting, and ICT</b> 8.1 Explain ICT  8.2 Explain ICT in science and technology reporting	Discuss ICT  Explain ICT in science and technology reporting	See components of ICT	Show components of ICT	Facilities used in ICT	Explain ICT in science and technology reporting
<b>General Objectives: 9.0</b> Know the use of science and technology in reporting environmental issues						
	9.1 Define environment  9.2 Explain the role of science and technology	Discuss environment and its role in science and	Examine the role of science and technology in reporting	Watch the role of science and technology in reporting	Audience , public places	State the use of science and technology in reporting



	in reporting environmental issues	technology in reporting environmental issues	environmental issues	environmental issues		environmental issues
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	<b>DEPARTMENT/PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION</b>	<b>Course Code: MAC 412</b>		<b>Contact Hours: 4</b>
	<b>Subject/Course: EDITORIAL WRITING</b>	<b>DUCATION: 4 HOURS/WEEK</b>	<b>SCHEDULE: SEMESTER</b>	<b>Theoretical: hours/week 1 2</b>
	<b>Year: HND II Semester: 1<sup>st</sup></b>	<b>Pre-requisite:</b>		<b>Practical: 1 hours/week</b>
<b>GOAL:</b> This course is designed to expose the student to the general principles and practices of writing in-depth comments, such as editorials and columns				

### GENERAL OBJECTIVES:

#### On completion of this course the student should:

- 1.0 Understand the structure of an editorial
- 2.0 Understand the nature of persuasion
- 3.0 Understand the functions of an editorial in the media
- 4.0 Know the effects of editorials on readers, viewers and listeners
- 5.0 Understand the strategies of editorial writing
- 6.0 Understand the emergence and functions of editorial board
- 7.0 Understand the nature and purposes of columns
- 8.0 Know how to write columns

<b>COURSE: EDITORIAL WRITING</b>		<b>Course Code: MAC 412</b>			<b>Contact Hours:</b>	
<b>Course Specification:</b>						
Year:		Pre-requisite:		Practical: hours/week		
Theoretical content				Practical content		
<b>General Objectives: 1.0</b> Understand the nature of an editorial						
Week	Specific Learning Outcome	Teacher's Activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's Activities	Evaluation
	<b>Editorial Structure</b> 1.1. Define Editorial. 1.2. Describe the three main parts of an editorial viz introduction, body and conclusion. 1.3. State the qualities of a good editorial. 1.4. Compare the structure of an editorial with those of the other kinds of	Explain the components of an editorial and compare its structure from other journalistic writings.  Identify and explain qualities of a good	Textbook, Newspaper and internet	Editorial cuttings in Newspaper and magazines  Develop ideas for editorials  Write editorials	Analyse and grade Newspaper cuttings  Illustrate how issues can form ideas for editorials	Grade the cuttings  Quiz and assignment

	journalistic writings e.g. straight news, features, interviews etc.	editorial.  Discuss what makes the editorial different from other journalistic writings.			Assess samples of editorials presented by students	Assignment
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**General Objectives: 2.0** Understand the nature of persuasion

	<p><b>Persuasion</b></p> <p>Define Persuasion.</p> <p>2.2 Persuasion relevant to journalism</p> <p>2.3 Identify the different theories of persuasion e.g cognitive dissonance, selectivity theory etc.</p> <p>2.4 Analyse the role of persuasions in commentaries and editorials</p> <p>2.5 State the strengths and limitations of persuasion in commentaries and</p>	<p>Explain the functions of persuasion in editorial</p> <p>Distinguish between editorial and opinion articles</p> <p>Evaluate the effectiveness of persuasion in editorials.</p> <p>Demonstrate various</p>	<p>“ “ “</p> <p>Text books, Newspapers and internet</p>	<p>Newspaper Editorial cuttings for the purpose of identifying strengths, limitations of persuasion in editorials.</p> <p>Newspaper Editorial cuttings to indentify the use of persuasion in Editorial and</p>		<p>Grade student participation in discussion</p> <p>Quiz and assignment</p>
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	<p>other forms of editorial</p> <p>2.6 Distinguish between persuasion, editorials and other commentaries e.g. expository narrative, argumentative and commendation.</p> <p>2.7 Discuss trends in editorial writing in Nigeria.</p>	<p>approaches to editorials.</p>		<p>commentaries.</p>	<p>Bring in editorial samples for discussion</p>	
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**General Objectives: 3.0** Understand the functions of an editorial in the media

	<p><b>Functions</b></p> <p>3.1 Outline the main functions of editorials.</p> <p>3.2 Explain how the main functions interrelate.</p> <p>3.3 Distinguish between an editorial as opinion expression and non opinion type journalistic.</p>	<p>Explain the function editorial explain each function and how they interact</p> <p>Differentiate between editorial as opinion expression and</p>	<p>Newspapers</p>	<p>Opinion and non-opinion editorial cuttings from newspapers for discussion</p>	<p>Share samples of editorial as opinion and non-opinion type</p>	<p>Asses student participation</p> <p>Assignment</p>
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		non opinion type				
<b>General Objectives: 4.0</b> Know the effects of editorials on readers, viewers and listeners						
	<p>4.1 Determine the audience for editorial.</p> <p>4.2 Explain the impact of editorial.</p> <p>4.3 Evaluate the effectiveness of editorials in Nigeria.</p> <p>4.4 Compare the effectiveness of editorials in Nigeria with the situations in other countries of the world.</p>	<p>Enumerate the different kinds of editorials and the target audience.</p> <p>Explain the target audience for editorial and the effectiveness of the editorials</p>	Conduct audience survey	Analyse results of survey	audience	Guide the result of survey
<b>General Objectives: 5.0</b> Understand the strategies of editorial writing						
	<p><b>Strategies</b></p> <p>5.1 Describe the various approaches to editorial writing e.g. satire expressive, objective, and</p>	Explain the approaches to editorial writing and pros and cons.	Practice the approaches to editorial writing and pros and cons.	Guide students to practice the approaches to editorial writing and pros and cons.	Writing materials	Explain the approaches to editorial writing and pros and cons.

	<p>subjective, etc.</p> <p>5.2 State the purposes which the various approaches to editorial writing are meant to serve.</p> <p>5.3 Evaluate the various approaches to editorial writing for their relative effectiveness.</p>	<p>Discuss the objective of each approach to editorial writing</p> <p>Examine the effectiveness of each approach</p>				
<b>General Objectives: 6.0</b> Understand the emergence and functions of the editorial board						
	<p><b>Editorial Board</b></p> <p>6.1 Define the editorial board</p> <p>6.2 Explain the composition of the editorial board.</p> <p>6.3 Explain the emergence of the editorial board in Nigeria</p> <p>6.4 Explain the functions of the editorial board.</p> <p>6.5 Analyse the advantages and disadvantages of an editorial board</p>	<p>Define editorial board</p> <p>Explain the editorial board, its composition.</p> <p>Explain the functions of the editorial board.</p> <p>Explain the composition of the editorial</p>				<p>Explain the composition of the editorial board</p>

		board  Explain the functions, advantages and disadvantages of the Editorial Board.				
<b>General Objectives: 7.0</b> Understanding the nature and purpose of columns						
	<b>Columns</b> 7.1 Define a column 7.2 Analyse main kinds of columns, e.g. syndicated, in house, and quest columns. 7.3 Distinguish between a column and an editorial. 7.4 State the roles of columns in magazines and newspapers. 7.5 Evaluate columns published in the Nigeria 7.6 Explain specialization in column writing	Explain the term column.  Identify different types of columns.  Differentiate a column from editorial.  Distinguish between editorial and		Analyse personal columns from newspapers and magazines cuttings.	Supervise the process	Grade the cuttings and participation.

	7.7 State the qualities of a good columnist, e.g. being authoritative, being credible and having a good style.	columns identity roles of a column  Differentiate the specialist from the generalist indentify and explain the qualities of a good columnist				
<b>General Objectives: 8.0 Know how to write column</b>						
	<b>Column Writing</b> 8.1 Write columns on various issues e.g. religion, sports, politics, women, children, science, education, conflicts corruption	Explain the process of writing columns in religion, sports etc.		Establish a writing pattern for column	Share column samples  Guide students write editorials and columns  Give assignment	Grade the columns assignment



					on column writing	
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Course: : MEDIA ORGINASATION AND MANAGEMENT			Course Code: <b>MAC 413</b>			Contact Hours 3:
Course Specification:						
		Year: HNDII	Pre-requisite: -		Practical: 1 hours /week	
Semester: 2 <sup>nd</sup>		Theoretical Content: 1		Practical Content		
<b>General Objectives: 1.0</b> Comprehend the various philosophies and theories of organization and management						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
	<b>Philosophies and theories</b> 1.1 Define determination of media organization and management 1.2 Identify the various philosophies and theories 1.3 Management review: planning, budgeting, coordination etc	Define management Explain philosophies of management  Explain organogram of a typical media outfit	Books Journals Internet  A typical media of organisation	Show what a typical media management structure is	Grade students to appreciate various management structures in the media	Assess organisational media by students
<b>General Objectives: 2.0</b> Know the different structural characteristics of the mass media						
	<b>Structural Characteristics</b>	Explain	Meet core staff,	Take students	newspaper or	Give and assess assignments

	<p>2.1 Describe the structural organization for a typical magazine or newspaper.</p> <p>2.2 Explain how to organize or structure typical media organizations</p> <p>2.3 Explain how to organise book publishing, public relations and advertising agencies</p> <p>2.4 Prepare an organogram for any of these media organisations</p>	<p>personnel management in the media emphasizing division within the outfit</p> <p>Identify the department in the print media and their relationship</p> <p>Explain inter dependent of departments in a typical newspaper</p> <p>Explain the various policies in newspaper establishments</p> <p>Identify sources of funds in a newspaper organization</p> <p>Identify revenue in newspaper technology and magazine</p>	<p>ancillary staff in media houses</p> <p>See them at work in the departments in a typical print media</p> <p>State the relationship among departments in a newspaper</p> <p>Show sources of revenues for a newspaper or magazine</p>	<p>to</p> <p>Meet core staff, ancillary staff in media houses</p> <p>See them at work in the departments in a typical print media</p> <p>State the relationship among departments in a newspaper</p> <p>Show sources of revenues for a newspaper or magazine</p>	<p>magazine</p>	<p>Quiz on management of departmental newspapers</p> <p>Quiz on team work</p> <p>Assignment Grade and return</p> <p>Quiz and grade and trturn</p>
<b>General Objectives: 3.0</b> Know personnel management principles						
	<b>Personnel Management</b>					
	3.1 Identify the different	Identify the	Visit the different	Pay a visit to	Magazines and	Explain how to

	<p>departments in a newspaper house</p> <p>Identify the different departments in a newspaper house</p> <p>3.2 Explain how to manage personnel in media organizations, eg, editorial, technical and administrative staff</p>	<p>different departments in a newspaper house.</p>	<p>departments in a newspaper house</p> <p>Identify the different departments in a newspaper house</p> <p>Explain how to manage personnel in media organizations, eg, editorial, technical and administrative staff</p>	<p>the different departments in a newspaper house</p> <p>Identify the different departments in a newspaper house</p> <p>Explain how to manage personnel in media organizations, eg, editorial, technical and administrative staff</p>	<p>newspaper house</p>	<p>manage personnel in media organizations, eg, editorial, technical and administrative staff</p>
<b>General Objectives: 1.0</b>						
<b>General Objectives: 4.0</b> Understand the organizational structure of the print media						
	<p><b>Print Media Organisation</b></p> <p>4.1 Identify the different departments in a magazine establishment</p> <p>4.2 State how the various departments relate to each other</p> <p>4.3 Explain the organisational structure of each department</p>	<p>Identify the different departments in a magazine establishment</p> <p>State how the various departments relate to each other</p>	<p>Visit the different departments in a magazine establishment</p> <p>State how the various departments relate to each other</p>	<p>Pay a visit to the different departments in a magazine establishment</p> <p>State how the various departments relate to each other</p>	<p>Magazine house</p>	<p>List the different departments in a magazine establishment. Explain their functions</p>

<b>General Objectives: 5.0</b> Understand general communication in print media management						
	<b>General Communication(print)</b> 5.1 Explain interpersonal communication in print media management 5.2 Define group dynamics in print media management 5.3 Explain communication lines in print media organisations	Explain interpersonal communication in print media management  Define group dynamics in print media management  Explain communication lines in print media organisations	No practical required		Media house	Explain interpersonal communication in print media management
<b>General Objectives: 6.0</b> Understand print media logistics						
	<b>Print Media Logistics</b> 6.1 Explain various newspaper and magazine policies. 6.2 State the principles of management relevant to newspaper and magazine production 6.3 Outline the strategy of funding newspapers and magazines	Explain various newspaper and magazine policies. State the principles of management relevant to newspaper and magazine production Outline the strategy of funding newspapers and magazines			newspapers and magazines	Explain newspaper and magazine policies

<b>General Objectives: 7.0</b> Know revenue sources in print media operation						
	<b>Revenue Sources(Print)</b> 0.1 State the functions of the advertising department 0.2 State the functions of the circulation department 0.3 Identify other sources of revenue for the print media 0.4 Explain the cost reduction techniques in newspaper and magazine production 0.5 Explain the relationship between media houses and commercial establishments	Enumerate the functions of the advertising department,  circulation department,  sources of revenue for the print media,  Explain the cost reduction techniques in newspaper and magazine production Explain the relationship between media houses and commercial establishments			newspaper and magazine	Explain functions of the following: advertising department,  circulation department,  what are the sources of revenue for the print media
<b>General Objectives: 8.0</b> Understand the organisational structure of the broadcast media						
	<b>Broadcast Media Organisation</b> 8.1 Identify the departments in a radio station. 8.2 Identify the different departments in a television station	List the departments in a radio station. and television station	Visit a radio house  See the departments in a radio station.  Visit a television house	Guide students in a Visit to radio house  See the departments in a radio station.	Radio and television house	List the various departments in television and radio house. Explain how they relate to each other

	<p>8.3 State how the various departments relate to each other</p> <p>8.4 Explain the organisational structure of each department</p>	<p>State how the various departments relate to each other</p> <p>Explain the organizational structure of each department</p>	<p>See the different departments in a television station</p> <p>Distinguish how the various departments relate to each other</p> <p>Illustrate the organizational structure of each department</p>	<p>Visit a television house</p> <p>See the different departments in a television station</p> <p>Distinguish how the various departments relate to each other</p> <p>Illustrate the organizational structure of each department</p>		
<b>General Objectives: 9.0</b> Understand general communication in broadcast media management						
	<p><b>General Communication (Broadcast)</b></p> <p>9.1 Explain interpersonal communication in broadcast media management.</p> <p>9.2 Define group dynamics in broadcast media management</p> <p>9.3 Explain communication lines in broadcast media management</p> <p>9.4 Assess group influence</p>	<p>Explain interpersonal communication in broadcast media management.</p> <p>Define group dynamics in broadcast media management</p> <p>Explain communication</p>			<p>broadcast media house</p>	<p>Explain interpersonal communication in broadcast media management</p>

	in broadcast media organizations	lines in broadcast media management				
<b>General Objectives:10</b> Understand broadcast media logistics						
	<b>Broadcast Media Logistics</b> 10.1 Explain various broadcast media policies. 10.2 State principles of programming in management 10.3 Analyse the strategy of timing in programmes	Explain various broadcast media policies.  And principles of programming in management				Explain various broadcast media policies
<b>General Objectives:11</b> Know revenue sources in broadcast media operation						
	<b>Revenue Sources (Broadcast)</b> 1.1 State the functions of the commercial department 1.2 Explain the relationship between media houses and commercial establishment 1.3 Identify other sources of revenue for the station 1.4 Explain cost reduction techniques in production	State the functions of the commercial department  Explain the relationship between media houses and commercial establishment  Identify other sources of revenue for the			commercial department	State the functions of the commercial department

		station Explain cost reduction techniques in production				
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	<i>Department/ Programme: HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION</i>	<i>Course Code: MAC 414</i>		<i>Contact Hours: 3</i>
	<i>Subject/Course: COMMUNITY JOURNALISM AND COMMUNITY BROADCASTING</i>	<i>DUCATION: 5 HOURS/WEEK</i>	<i>SCHEDULE: SEMESTER</i>	<i>Theoretical: hours/week 1 2</i>
	<i>Year: HND2Semester: 1ST</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
<i>GOAL: this course is designed to expose the students to grassroots journalism and broadcasting</i>				

#### GENERAL OBJECTIVES:

On completion of this course the student should:

- 1.0 Understand the basic difference between urban journalism and community journalism
- 2.0 Know the various techniques of community newspaper production
- 3.0 Understand the structure and organization of a community newspaper
- 4.0 Know the design and content of a community newspaper
- 5.0 Understand the basic strategies of circulation and marketing of community newspapers
- 6.0 Know the various techniques of community radio and television production
- 7.0 Know the major structure and organization of a community radio/television station
- 8.0 Know the basic strategies of disseminating community news on radio and television



Course: : COMMUNITY JOURNALISM AND COMMUNITY BROADCASTING			Course Code: <b>MAC 414</b>			Contact Hours 4:
Course Specification:						
		Year: HND1I	Pre-requisite: -		Practical:    hours /week	
		Theoretical Content		Practical Content		
<b>General Objectives: 1.0</b> Understand the basic difference between urban journalism and community journalism						
Week	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/Practical)	Specific Learning Outcome	Teacher's activities	Evaluation
	<b>Urban and community Journalism</b> 1.1 List the major characteristics of a community setting 1.2 Identify the cultural pattern of a community 1.3 Describe the organizational, structural and administrative pattern of a community 1.4 Identify a viable community for a community newspaper 1.5 Describe the grassroots information seeker, information carrier, information indifferent	Discuss the cumulative major characteristics of a community setting  Identify the cultural pattern of a community Describe the organizational, structural and administrative pattern  major characteristics of a community			Books Internet TV/Radio facilities Magazines	

	<p>and rumor carrier</p> <p>1.6 Explain the role of the opinion and community lead.</p> <p>1.7 APPRECIATES the basic of hyper local journalism</p> <p>1.8 Understand the basic differences between urban and community journalism</p>	<p>setting</p> <p>Identify the cultural pattern of a community</p> <p>Describe the organizational, structural and administrative pattern</p>				
<b>General Objectives: 2.0</b> Know the various techniques of community newspaper production						
	<p><b>Production techniques</b></p> <p>2.1 Cache and process community news for production.</p> <p>2.2 Explain the production process in community newspaper</p>	<p>Explain urban and community journalism and their differences</p> <p>Explain the process and</p>				

	<p>2.3 Explain the production process production in radio/tv</p> <p>2.4 LIST the various techniques of community newspaper production</p>	<p>techniques of producing print and broadcast</p>				
<p><b>General Objectives: 3.0</b> Understand the structure and organization of a community newspaper</p>						
	<p><b>Structure and Organisation</b></p> <p>3.1 List the major divisions of community newspaper</p> <p>3.2 Describe the functions of the editor and other staff of the community newspaper</p> <p>3.3 Identify revenue sources for the community newspaper of a community newspaper</p> <p>3.4 EXPLAIN the structure and organization</p> <p>3.5 LIST the various techniques of community radio and televisions</p>	<p>Explain the various depts. And functions of staff</p> <p>Describe the functions of the editor and other staff of the community newspaper</p> <p>Identify revenue sources for the community newspaper of a community newspaper</p> <p>3.6 Explain the structure and organization</p> <p>LIST the various techniques of community radio and</p>				
<p><b>General Objectives: 4.0</b> Know the design and content of a community newspaper</p>						

	<b>Design and Content</b> 4.	Explain the content of a newspaper e.g. printer pictures	Identify the target audience for internal disseminations market days, festivals heads of community			Student should be at the field i.e the community and production programme in either print or broadcast
<b>General Objectives: 5.0</b> Understand the basic strategies of circulation and marketing of community newspapers						
	<b>Circulation and Marketing</b> 5.1 Identify the market festivals, community centres, sports centres, etc in a given local government area 5.2 Identify all heads of cultural and/or social organizations in the community 5.3 Gather members of the community in the production and recirculation the community newspaper 5.4 List the basic strategies of circulations and marketing of community newspapers	Identify the market festivals, community centres, sports centres, etc in a given local government area identify all heads of cultural and/or social organizations in the community Gather members of the community in the production and recirculation the community newspaper Understand the basic strategies of			News paper	Explain process involve in production and circulation of community newspaper
<b>General Objectives: 6.0</b> Know the various techniques of community radio and television production						
	<b>Radio/TV Production</b>	List the				Prepare

	<p><b>Techniques</b></p> <p>6.1 List the equipment for a community radio and television station e,g ralay devices studios, etc.</p> <p>6.2 Analyse the presentation of community radio programmes.</p> <p>6.3 Analyse the presentation of community television programmes</p> <p>6.4 Explain the concept of localization of news in a community radio/television</p> <p>6.5 Gather community news</p> <p>6.6 Process community news for production</p> <p>6.7 Prepare commentaries and documentaries for a community radio/television station</p>	<p>equipment for a community radio and television station e,g ralay devices studios, etc.</p> <p>Analyse the presentation of community television programmes</p> <p>Explain the concept of localization of news in a community radio/television</p> <p>Gather community news</p> <p>Process community news for production</p>				<p>commentaries and documentaries for a community radio/television station</p> <p>Prepare commentaries and documentaries for a community radio/television station</p>
<p><b>General Objectives: 7.0</b> Know the major structure and organization of a community radio/television station</p>						
	<p><b>Organisational Structure</b></p> <p>7.1 Describe the functions of the community radio producer..</p> <p>7.2 Describe the functions of other staff of the community radio</p>	<p>Explain the structure and organization of a broadcast station</p> <p>Describe the</p>		<p>broadcast station</p>		<p>LIST the major structure and organization of a community radio/television station</p>

	<p>station</p> <p>7.3 Describe the functions of the community television producer</p> <p>7.4 Describe the functions of other staff of the community television station</p> <p>7.5 LIST the major structure and organization of a community radio/television station</p>	<p>functions of other staff of the community radio station</p> <p>Describe the functions of the community television producer</p> <p>Describe the functions of other staff of the community television station</p>				
<b>General Objectives: 8.0</b> Know the basic strategies of disseminating community news on radio and television						
	<p><b>Dissemination Strategies</b></p> <p>8.1 Identify the markets, market days, festivals, community centres, sports centres etc in a given local community</p> <p>8.2 Identify all heads of cultural and/or social organizations in the community</p> <p>8.3 Involve members of the community in radio and television programmes</p> <p>8.4 Use news reels for community broadcasting</p> <p>8.5 Apply the various radio</p>	<p>Identify the markets, market days, festivals, community centres, sports centres etc in a given local community</p> <p>Identify all heads of cultural and/or social organizations in the community</p> <p>Identify the markets, market days, festivals, community</p>				

	<p>and television production techniques to the dissemination of community news</p> <p>8.6 The impact of news in our community e.g hypertocal journalism that should produce a country newspaper</p> <p>8.7 Explain the importance of community journalism ie print and broadcasting.</p> <p>8.8 Show samples of country newspaper</p>	<p>centres, sports centres etc in a given local community</p> <p>8.9 Identify all heads of cultural and/or social organizations in the community</p> <p>Identify the markets, market days, festivals, community centres, sports centres etc in a given local community</p> <p>Identify all heads of cultural and/or social organizations in the community</p>				
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<b>Department/Programme:</b> Mass Communication/HND	<b>Course Code:</b> MAC 418	<b>Contact Hours/credit unit:</b> 2
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<b>Subject/Course:</b> Multimedia and Online Journalism II		<b>Theoretical: Hours/week</b> 1
<b>Year: II Semester:</b> First	<b>Pre-requisite:</b> MAC 328	<b>Practical: hours/week:</b> 1

**GOAL:** The course is a follow-up to Multimedia and Online journalism I and is designed to enhance students' skills in the practice of multimedia and online journalism.

**GENERAL OBJECTIVES:**

On completion of this course students should:

- 1) Know how to report, produce and edit using blogs, audio, video, photos, infographics, digital maps and social media for journalistic purposes
- 2) Understand the the techniques of advance Internet research including how to use materials from news archives, databses and public records
- 3) Know how to use social media for journalistic purposes
- 4) Understand the legal, economic professional and ethical considerations of publishing news online
- 5) Know various positions and career opportunities in multimedia and online journalism practice.



<b>COURSE: Multimedia Online Journalism II</b>		<b>COURSE CODE: MAC 415</b>		<b>CONTACT HOURS: 2</b>		
				<b>Theoretical: 1 hours/week</b>		
				<b>Practical: 1 hours/week</b>		
<b>Year:HND II</b>		<b>Semester: I</b>		<b>Prerequisite: MAC 328</b>		
<b>General Objectives: 1.0 Know how to report, produce and edit using blogs, audio, video, photos, infographics, digital maps and social media for journalistic purposes</b>						
<b>THEORETICAL CONTENT</b>			<b>PRACTICAL CONTENT</b>			
<b>Week</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's Activities</b>	<b>Specific Learning Outcomes</b>	<b>Teacher's activities</b>	<b>Resources</b>	<b>Evaluation</b>
<b>1-3</b>	1.0 PRACTICE how to report , produce, and edit using blogs, infograohics, digital maps and social media for journalistics purposes 1.1 Identify online publishing tools 1.2 Discuss the practice and process of blogging 1.3 Explain how to use blogs, digital maps, and other multimedia contents for news reporting.	Define blog  Explain the steps involved in blog creation, publication and and optimization  Discuss the use of multimedia contents news reporting	Create and publish blogs with multimedia contents	Guide student to create and publish blogs	Books  Internet  Digital Audio/  Video devices	Quiz  Assignments

<b>Week</b>	<b>General Objective 2.0: Understand the the techniques of advance internet research including how to use materials from news archives, databses and public records</b>						
<b>4-6</b>	2.1 Explain internet research 2.2 Identify tools used for Internet research 2.3 Define search engines 2.4 Explain the uses of serach engines 2.5 Explain databases 2.6 Discuss how to use databases as a reporting tool	Discuss Internet research Identify Internet research tools Define search engines Explain how to use search engines Define databases Explain how to use databases	Use search engines use databases	Guide students to use search engines Guide students to use databases	Internet Assignments	<b>Assignments</b> <b>Quiz</b>	
<b>7-10</b>	<b>General Objective 3.0: Know how to use Social Media for journalistic purposes</b>						
	3.1 Explain social Media 3.2 Discuss how to use Social Media to publish real-time news updates/breaking news 3.3 Discuss how to use Social Media to connect and engage the audience	Define Social Media Explain how to use Social Media to source for news stories and sources Explain how use social media to publish news Expalin how Discuss how to use Social Media to engage	Use Social Media to source for news Use social media to publish news Apply Social media in engaging the audience	Guide students to use social media to source and publish news Guide students in using social media	Internet	Assignments Quiz	

		the audience					
11	<b>4.0. Understand the legal, economic, professional and ethical considerations of publishing news online</b>						
	4.1 EXAMINE legal issues in publishing news online  4.2 IDENTIFY the ethical considerations of online publishing  4.3 ENUMERATE economic, social and professional considerations of multimedia and online journalism	Discuss legal issues related to online publishing  Identify ethical issues relating to online publishing  Explain the economic, social and professional considerations of Online publishing			Internet	Assignments  Quiz	
12-13	<b>5.0 Know various positions and career opportunities in multimedia and online journalism practice</b>						
	5.1 examine the structure of a typical multimedia and online journalism organization  5.2 Identify various positions in a multimedia and online journalism organization  5.3 Identify career opportunities and job prospects occasioned by the practice of	Describe the organogram of a of a typical multimedia and online journalism organization  Identify various positions in a multimedia and online journalism organization  List career opportunities and job			Internet	Assignments  Quiz  Guided tour of a typical of a typical multimedia and online journalism organization	

	multimedia and online journalism	prospects occasioned by the practice of multimedia and online journalism				
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PROGRAMME: MASS COMMUNICATION HND I

COURSE TITLE: ENVIRONMENTAL REPORTING

COURSE CODE: 416

DURATION: 3 HOURS/WEEKS

GOAL: This course is intended to develop and strengthen the students awareness and interest in reporting environmental issues.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Understand the nature of the environment and human society
- 2.0 Understand environmental issues that promote human society
- 3.0 Understand media role in reporting human and environmental issues
- 4.0 Understand media advocacy in environmental sustainability and human development

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION		
COURSE: ENVIRONMENTAL REPORTING	COURSE CODE MAC 322	CONTRACT HOURS/CREDIT UNIT 2/ hrs/week 3
YEAR: 400 Semester: 2 <sup>ND</sup>	Pre-requisite:	
COURSE SPECIFICATION: THEORY		
WEEK K	<b>GENERAL OBJECTIVE:</b> 1.0 Understand the nature of the environment and human society	

	THEORETICAL CONTENT			PRACTICAL CONTENT		
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
1-3	1.1 Define environment 1.2 Identify components of the environment 1.3 Explain relationship among components of the environment	- Describes nature of the environment	Identify news worthy elements in environmental issues	Describe the environment and the relationship of its components.	- Books - Internet - Films	- Examine areas of environmental issues that are worthy of being reported. Assign tasks/grade marks
<b>GENERAL OBJECTIVE: 2.0 Understand the environmental issues that promote human society</b>						
4-7	2.1 examine key issues of environmental concerns to society e.g, climate change, deforestation 2.2 Explain issues of environmental concerns to society 2.3 Explain the impact of the issues on human society	Discuss environmental concerns and their impacts to humanity.	Appreciate environmental issues and the need to report them.	- List key issues of environmental concerns to the human society	- Mounting media facilities - Weather meteorological records	

<b>GENERAL OBJECTIVE : 3.0</b> Understand the media role in reporting human and environmental issues						
8-10	3.1. Define surveillance functions of the mass media 3.2 Explain relevant reportage techniques for each issue	Explain surveillance and other forms of news gathering techniques	Appreciate the surveillance function of the mass media and identify same from samples of reports presented.	Show samples of reports where this function of the media was emphasized	“	
<b>GENERAL OBJECTIVE: 4.</b> Understand media advocacy in environmental sustainability and human development						
11-13	4.1 Define advocacy 4.2 Explain media advocacy	Discuss advocacy as it relates to the media	Write advocacy reports	Show samples of such reports and guide students to know media advocacy in environmental issues.	Past reports on environmental issues	Write advocacy report on three environmental issues

<b>Department/Programme:</b> Mass Communication /HND	<b>Course Code:</b> MAC 417	<b>Contact Hours/credit unit:</b> 2
<b>Subject/Course:</b> FILM PRODUCTION		<b>Theoretical: Hours/week</b> 1
<b>Year: II Semester:</b> 2nd	<b>Pre-requisite:</b>	<b>Practical: hours/week:</b> 1

GOAL: The course is designed to introduce the students to elements and principles of film production, with emphasis on the basics of film writing, directing, producing and editing.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 9.0 Know how filmography is different from the other types of audio-visual productions
- 10.0 Know the various equipment used in film production and how to operate them
- 11.0 Know the various personell involved in film production and their roles and functions
- 12.0 Understand the basic elements in scripting.
- 13.0 Understand the basic elements in producing.
- 14.0 Understand the basic elements in directing
- 15.0 Understand the basics of non-linear editing.

PROGRAMME: NATIONAL BOARD FOR TECHNICAL EDUCATION						
COURSE: Film Production		COURSE CODE MAC 417			CONTACT HOURS/CREDIT UNIT 2/ hrs/week 2	
YEAR: HND 1 Semester: 2		Pre-requisite:				
COURSE SPECIFICATION: THEORY						
WEEK K	<b>GENERAL OBJECTIVES</b> 1.0 Know how filmography is different from the other types of audio-visual productions					
	<b>THEORETICAL CONTENT</b>		<b>PRACTICAL CONTENT</b>			
	Specific Learning Outcome	Teacher Activities	Specific Learning Outcome	Teacher Activities	Resources	Evaluation
1-2	1.9 Explain film production 1.10 Identify elements that distinguish film production from other types of audio-visual production  1.11 Describe the evolution and beginning of film production 1.12 Discuss the development of film production in Nigeria	<ul style="list-style-type: none"> <li>• Discuss film production</li> <li>• Analyze elements that are unique to film as an audio-visual production</li> <li>• Discuss various stages in the development of film production</li> <li>• Explain the development of film</li> </ul>	<p>Illustrate the stages in the development of film production.</p> <p>Appraise the development of the movie projector.</p> <p>Evaluate the contributions of the various pioneers in film industry in Nigeria</p>	<p>Demonstrate how film production is different and similar to other type of audio-visual productions such as TV, Video</p> <p>Explain how the various formats work.</p>	<ul style="list-style-type: none"> <li>• Interactive Board</li> <li>• Books</li> <li>• Internet</li> <li>• Film screening</li> </ul>	<ul style="list-style-type: none"> <li>• Quizzes</li> </ul>



		<p>production in Nigeria</p> <ul style="list-style-type: none"> <li>Identify the pioneers of film industry in Nigeria and their contributions</li> </ul>				
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**GENERAL OBJECTIVES: 2.0 Know the various equipment used in film production and how to operate them**

3-6	<p>2.1 Identify equipment used in various stages of film production</p> <p>2.2 Explain the types, advantages and disadvantages of these equipment</p> <p>2.3 Explain the techniques and methods needed to operate and use these equipment</p>	<p>Discuss the importance and uses of equipment used in film production</p> <p>Discuss the features and uses of the various</p>	<p>demonstrate the uses and operation of the various equipment identified in 2.1</p>	<p>Guide students to use and operate the various equipment identified in 2.1</p>	<p>Film camera, Tripods, Lights, Microphone</p>	<p>Practice the use operation of film equipment</p>
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**GENERAL OBJECTIVES: 3.0 Know the various personell involved in film production and their roles and functions**

7-8	<p>3.1 Identify the various personell invloved in a typical film production</p> <p>3.2 Explain the roles and functions of each these personell</p>	<p>Explain the functions of personell involved in film production</p>	<p>Assess the function of the personell involved in film production</p> <p>Undertake role</p>	<p>Guide students to evaluate and appreciate how each individual invloved in film production</p>	<ul style="list-style-type: none"> <li>Books</li> <li>Internet</li> <li>List/Charts of film crew and cast showing relationship</li> </ul>	
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	3.4 Discuss the relationship between these personell in film production		assignment	contribute to the final outcome of the production Guide students to function in any of these roles	and duties	
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**GENERAL OBJECTIVES:** 4.0 Understand the basic elements in scripting.

6-8	4.1 Define scriptwriting Explain the importance of scripts in film production Identify diferrent types of film scripts Explain the stages in scriptwriting Disuss the elements and structure of a typical film script.	Explain synopsis, outline and research. Discuss treatment. Discuss how to generate ideas. Discuss the different stages in scripwriting.	Demonstrate ability to generate ideas and write different type of scripts	Discuss various aspects of scripting. Guide students to generate ideas and write scripts	Sample script Textbooks	Scripting pitching Analyse/ critique a sample script
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**GENERAL OBJECTIVES:** 5.0 Understand the basic elements in producing.

9-10	5.1 Identify stages of production. 5.2 Explain the activities (such as budgetting, recce e.t.c) involved in each stage of production.	Discuss the different stages of production. Discuss techniques and methods used to generate ideas for script	Illustrate the various stages of production Develop ideas for production.	Discuss various aspects of production. Illustrate how ideas can be generated.	Interactive writing Board, Students are supervised to constitute	• Quizzes
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	5.3 Explain how to generate ideas for script development	development such as brainstorming		Analyze production stages.	resources through role playng	
<b>GENERAL OBJECTIVES: 6.0: Understand the basic elements in directing</b>						
11	6.1 Explain the importance of directing and the role of film director in film production. 6.2 Identify the qualities of a good director. 6.3 Identify directing terminologies used in film production	Discuss the roles of a director. Discuss the qualities of a good director as a planner, creative artist and planner	Interpret the roles of a director. Apply the qualities of a good director in a production..	Explain the director's role. Analyze these roles and required qualities.	<ul style="list-style-type: none"> <li>• Interactive writing Board and students</li> <li>• Sample script with director's notes.</li> </ul>	<ul style="list-style-type: none"> <li>• Quizzes</li> </ul>
<b>GENERAL OBJECTIVES: 7.0: Understand the basics of non-linear editing</b>						
12-13	7.1 Define Editing 7.2 State the types of editing. 7.3 State principles of editing 7.4 List the importance of editing. 7.5 Describe the processes involved in editing 7.5 State the tools of editing 7.3 Explain the functions and	Outline the features of Different types of editing. Discuss the advantages and disadvantages of types of editing Explain how to use the various editing tools	Demonstrate proficiency in the use of various editing tools	Guide students to use editing tools	Computer Editing Suite	<ul style="list-style-type: none"> <li>• Practical exercise</li> <li>• Edit short clips</li> </ul>

	use of these tools					
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	Department/Programme: Mass communication	Course Code:	418	Contact Hours/credit unit: 4
	Subject/Course: Newspaper Production			Theoretical: hours/week 2
	Year: HND2 Semester: 1 <sup>st</sup>	Pre-requisite:		Practical: hours/week 2
Goal: This course is designed to give the student exposure to the advanced stages of newspaper design, layout, typography and production.				
<b>General objectives</b>				
On completion of this course the student should:				
<ol style="list-style-type: none"> <li>1. Understand major designs and make-up of a newspaper.</li> <li>2. Know the various parts of a newspaper.</li> <li>3. Know the major types of newspapers.</li> <li>4. Know the evolution of the various types of newspaper.</li> <li>5. Understand newspaper process using the computer.</li> </ol>				

	Course:	Course Code:		Contact Hours:		
	Newspaper Production	MAC 418		Theoretical: hours/week 2		
	Year: 2 Semester: 1	Pre-requisite:		Practical: hours/week 2		
	Theoretical Content	Practical Content				
General Objective 1: Understand major designs and make-up of a newspaper						
Week/s	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
	<b>Design a newspaper</b> 1.1 Explain the two major newspaper formats, viz, the Tabloid and the broadsheet (or Standard or Blanket)	Perform the activities stated in specific learning outcome. Illustrate	Various types of newspapers make-up Newspaper pages computer	State various newspaper types List make-up types	Guide and supervise students to make up newspaper pages	Practical Page make up Grade the make up

	<p>Formats.</p> <p>1.2 State the basic characteristics of the Tabloid.</p> <p>1.3 State the basic characteristics of the Broadsheet</p> <p>1.4 Explain the vertical, horizontal and modern newspapers.</p> <p>1.5 List the advantaged and disadvantages of the vertical make-up.</p> <p>1.6 List the advantages and disadvantages of the horizontal make-up.</p> <p>1.7 List the advantaged and disadvantages of the modern make-up</p> <p>1.8 Explain the various newspaper types.</p> <p>1.9 State characteristics of major newspaper types</p> <p>1.10 Explain various newspaper make-ups.</p> <p>1.11 Explain history of newspaper types.</p>	activities like make-ups				
<b>General Objective 2: Know the various parts of a newspaper</b>						
	<p><b>Parts</b></p> <p>2.1 Discuss the importance of the front and back pages of a newspaper</p> <p>2.2 Discuss advertisement and front pages of</p>	Carry out the activities stated in learning outcomes	As in 1 above	List various parts of a newspaper Identify wrap around	Guide and supervise students to list newspaper parts and identify wrap arounds	Quiz on parts of newspapers

	<p>newspapers</p> <p>2.3 Discuss wrap around and front and back pages of newspaper</p> <p>2.4 List the major parts of a newspaper, e.g. the flag (logo), right and left ear imprint, editing page, action line, column, floating logo, etc.</p> <p>2.4 Explain the importance of front and back pages of newspapers.</p> <p>2.5 Explain the phenomenon of wrap around</p> <p>2.6 State major parts of a newspaper</p>					
<b>General Objective 3: Know the major types of newspapers</b>						
	<p><b>Types</b></p> <p>3.1 Discuss the following types of newspapers:</p> <p><b>Period</b></p> <p>-the afternoon newspaper</p> <p>-the morning newspaper</p> <p><b>Location</b></p> <p>-the urban newspaper</p> <p>-the rural newspaper</p> <p>-the specialized newspaper</p> <p>3.2 Explain the various types of newspapers</p>	<p>List the various types of newspaper</p> <p>Explain the various types of newspapers</p>		<p>State the various types of newspapers</p>	<p>Lead the students to identify the various types of newspapers</p>	<p>Quiz on identification of newspaper types</p>
<b>General Objective 4: Know the evolution of the various types of newspaper</b>						

	<p>4.1 Discuss the evolution of types of newspapers</p> <p>4.2 Explain the circumstances that gave rise to the newspaper types</p> <p>4.3 Examine the characteristics of the newspaper types</p> <p>4.4 State the areas of similarities in the newspaper types</p> <p>4.5 State area of differences in the newspaper types</p>	Perform the activities stated in the specific outcomes	Types of newspapers	State evolution of newspaper types	Guide students to identify the various types of newspapers	
<b>General Objective 5: Understand newspaper process using the computer.</b>						
	<p><b>Techniques</b></p> <p>5.1 Gather and write news using copy format</p> <p>5.2 Edit the news for accuracy, coherence, conciseness, balance, and simplicity.</p> <p>5.3 Prepare dummy.</p> <p>5.4 Plan newspaper pages using the computer</p> <p>5.5 Produce a newspaper</p>	Explain the process of newspaper production using a computer	Dummy sheets computer with appropriate software	State the newspaper production process	Guide and supervise students to produce a newspaper	Assess and grade the newspaper



<b>Programme: Higher National Diploma in Mass Communication</b>	<b>Course Code:</b> MAC 419	<b>Contact Hours/Credit Unit: 3</b>
<b>Subject Course: Book Publishing</b>		<b>Theoretical Content: Hours/Week 2</b>
<b>Year: HND Semester:</b>	<b>Pre-Requisite:</b>	<b>Practical: Hours/Week 1</b>
<b>GOAL: This course is designed to train the student acquire the skills needed for publishing books and delivering them to readers</b>		
<p><b>General Objectives:</b></p> <p><b>On completion of this course, the student should:</b></p> <ol style="list-style-type: none"> <li><b>1.0 Understand the nature of book publishing</b></li> <li><b>2.0 Know how book publishing companies operate</b></li> <li><b>3.0 Understand the book publishing process</b></li> <li><b>4.0 Understand the anatomy of a book</b></li> <li><b>5.0 Know the classification of books</b></li> <li><b>6.0 Know how to assess a manuscript</b></li> <li><b>7.0 Know how to edit manuscript</b></li> <li><b>8.0 Know how to produce a book</b></li> <li><b>9.0 Know how to promote and market a book</b></li> <li><b>10.0 Understand the legal aspects of book publishing</b></li> <li><b>11.0 Understand the principles of electronics (E-book) publishing</b></li> <li><b>12.0 Publish a booklet</b></li> </ol>		

Course: Book Publishing	Course Code: MAC	Contact Hours 2
Year Semester	Theoretical: Hours/Week 1	
Pre-Requisite:	Practical: Hours/Week 1	

		Theoretical Content	Practical Content			
General Objectives 1.0: Understand the nature of book Publishing						
Week	Specific Learning Outcomes	Teacher's activities	Specific Learning Outcomes	Teacher's activities	Resources	Evaluation
1	1.1 Define book publishing 1.2 Examine book publishing as mass communication 1.3 Outline the role of book publishing in the development of the press 1.4 Examine the role of book publishing in natural development	Define book publishing  Explain book publishing as mass communication  Identify the role of book publishing in personal and natural development	No practical	NA	Textbooks  Journals  Internet	Quiz
2	General Objectives 2.0: Know how book publishing companies operate					
	2.1 Explain the organisational structure for a book publishing company. 2.2 Identify the key personal in a book publishing company 2.3 Explain the roles of the key personal in a book publishing company. 2.4 Identify the duties of the personnel 2.5 Prepare an organisation of a book publishing company	Explain organizational structure  Identify key personnel involved  Explain the roles of the key personnel	Prepare an organogram of a book publishing company  Identify key personnel in the organogram  Identify the	Guide student to perform the practical learning outcome stated	Textbooks  Journals  Internet  Sample organogram of a book publishing company	Give assignment on preparing organogram  Grade and assess outcome in class

		Draw an organogram of a book publishing company	relationship between the various departments			
3	General Objectives 3.0: Understand the book publishing process					
	<p>3.1 Explain the book publishing process.</p> <p>3.2 Identify the key personnel involved in the process.</p> <p>3.3 Explain the roles of the author, the agent, acquisition for first reader staff editor copy typesetter/design, proof reader</p> <p>3.4 Explain the printing, binding and making functions</p> <p>3.5 Identify the distributor, retailer and readers,</p>	<p>Explain the book publishing process</p> <p>Identify the roles of the author and editors etc.</p> <p>Explain printing and binding functions</p> <p>Identify marketing distribution functions</p>			<p>Textbooks</p> <p>Journals</p> <p>Internet</p>	Quiz
4	General Objectives 4.0: Understand the anatomy of a book					
	<p>4.1 Differentiate between the literacy and material parts of a book.</p> <p>4.2 Identify the component of literacy part of a book from</p>	Explain the literacy of material part of a book	Module does not require practical	N A	<p>Textbooks</p> <p>Journals</p> <p>Internet</p>	Quiz

	first cover to back cover/blurb. 4.3 Identify the components or elements of material part of a book	Identify the element of each part				
5	General Objectives 5.0: Know the classification of books					
	5.1 Identify the different types of books. 5.2 Differentiate between classification of books by their functions and by authorship 5.3 Explain trade books, textbooks, reference books, religions books and professional books. 5.4 Explain autobiography, biography, book of reading, anthology, and memories	Identify the different type of books  Classify books by functions and by authorship  Explain the different types of books in each classification	Reorganise different types of book  List books in each classification	Lead the student to accomplish the tasks in the stated practical performance objectives	Textbooks  Journals  Internet	Give assignment  Grade and discuss the outcome in class
6	General Objectives 6.0: <b>Know how to assess a manuscript</b>					
	6.1 Explain how to source a manuscript. 6.2 Explain commissioned script 6.3 Define unsolicited script 6.4 Identify criteria for assessing a script	Explain how to source manuscript  Define commissioned script  Define unsolicited	Assess a book for publication	Guide student in assessing books	Textbooks  Journals  Internet	Give assignment and grade

		script  Explain criteria for assessing a script				
<b>General Objectives 8.0: Know how to produce a book</b>						
	8.1 Explain typesetting 8.2 Define formatting and design 8.3 Explain activities involved in printing 8.4 Explain the process of creating a corm 8.5 Discuss binding and packaging	Explain typesetting  Define formatting  Explain activities involved in printing  Explain how a corm is created  Explain binding and packaging	Visit a printing press  Observe the operation of the press  Create a corm for a book  Participate in binding and packaging	Guide students to perform the activities listed in the practical performance objectives	Textbooks  Journals  Internet	Give and mark assignment
10-12	<b>General Objectives 9.0: Know how to promote and market a book</b>					
	9.1 Define sales promotion 9.2 Define advertising 9.3 Explain promotional and advertising gimmicks	Define sales promotion	Carry out book promotion and		Textbooks  Journals	Quiz

	such as book readings, book launchings, reviews, exhibitions, press relations, etc 9.4 Explain book distribution channel, such as schools, book clubs, subscription, libraries etc.	Define advertising  Explain promotional and market gimmicks used in marketing book , e .g book readings, launchings, reviews etc	making activities		Internet	
12	<b>General Objectives 10.0: Understand the legal aspects of book publishing</b>					
	1.0.1 Examine the relationship between book publishing and the law 1.0.2 Define book publishing agreement between an author and the publisher 1.0.3 Explain legal provisions such as copyright libel, privacy, etc.	Examine the relationship between book publishing and the law  Define book publishing agreement between an author and the publisher  Explain legal provisions such as copyright libel, privacy, etc.	NA	This module does not require practical	Textbooks  Journals  Internet	Quiz
13	<b>General Objectives 11.0: Understand the principles of electronic (E-book) publishing</b>					
	11.1 Define E-Publishing 11.2 Explain the process of Online Publishing 11.3 Explain the legal implications of online publishing	Define E-Publishing  Explain the process of Online Publishing  Explain the legal aspects of online	Publish booklets online	Guide students to publish books online	Textbooks  Journals  Internet	Give assignments

		publishing				
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	Department/Programme: Mass communication	Course Code:	418	Contact Hours/credit unit: 4
	Subject/Course: Newspaper Production			Theoretical: hours/week 2
	Year: HND2 Semester: 1 <sup>st</sup>	Pre-requisite:		Practical: hours/week 2

Goal: This course is designed to give the student exposure to the advanced stages of newspaper design, layout, typography and production.

**General objectives**

On completion of this course the student should:

6. Understand major designs and make-up of a newspaper.
7. Know the various parts of a newspaper.
8. Know the major types of newspapers.
9. Know the evolution of the various types of newspaper.
10. Understand newspaper process using the computer.

	Course:	Course Code:		Contact Hours:
	Newspaper Production	MAC 418		Theoretical: hours/week 2
	Year: 2 Semester: 1	Pre-requisite:		Practical: hours/week 2
	Theoretical Content		Practical Content	

General Objective 1: Understand major designs and make-up of a newspaper

Week/s	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/practical)	Specific Learning Outcomes	Teacher's activities	Evaluation
	<b>Design a newspaper</b>	Perform the	Various types of	State various	Guide and	Practical

	<p>1.12 Explain the two major newspaper formats, viz, the Tabloid and the broadsheet (or Standard or Blanket) Formats.</p> <p>1.13 State the basic characteristics of the Tabloid.</p> <p>1.14 State the basic characteristics of the Broadsheet</p> <p>1.15 Explain the vertical, horizontal and modern newspapers.</p> <p>1.16 List the advantaged and disadvantages of the vertical make-up.</p> <p>1.17 List the advantages and disadvantages of the horizontal make-up.</p> <p>1.18 List the advantaged and disadvantages of the modern make-up</p> <p>1.19 Explain the various newspaper types.</p> <p>1.20 State characteristics of major newspaper types</p> <p>1.21 Explain various</p>	<p>activities stated in specific learning outcome. 1.12-1.13</p>	<p>newspapers make-up Newspaper pages computer</p>	<p>newspaper types List make-up types Illustrate activities like make-ups.</p>	<p>supervise students to make up newspaper pages</p>	<p>Page make up Grade the make up</p>
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	newspaper make-ups. 1.22 Explain history of newspaper types.					
<b>General Objective 2: Know the various parts of a newspaper</b>						
	<b>Parts</b> 2.1 Discuss the importance of the front and back pages of a newspaper 2.2 Discuss advertisement and front pages of newspapers 2.3 Discuss wrap around and front and back pages of newspaper 2.4 List the major parts of a newspaper, e.g. the flag (logo), right and left ear imprint, editing page, action line, column, floating logo, etc. 2.4 Explain the importance of front and back pages of newspapers. 2.5 Explain the phenomenon of wrap around 2.6 State major parts of a newspaper	Carry out the activities stated in learning outcomes 2.1 TO 2.5	As in 1 above	List various parts of a newspaper Identify wrap around	Guide and supervise students to list newspaper parts and identify wrap arounds	Quiz on parts of newspapers
<b>General Objective 3: Know the major types of newspapers</b>						
	<b>Types</b> 3.1 Discuss the following types of newspapers:	List the various types of newspaper		State the various types of newspapers	Lead the students to identify the various types of	Quiz on identification of newspaper

	<p><b>Period</b> -the afternoon newspaper -the morning newspaper</p> <p><b>Location</b> -the urban newspaper -the rural newspaper -the specialized newspaper</p> <p>3.2 Explain the various types of newspapers</p>	Explain the various types of newspapers			newspapers	types
<b>General Objective 4: Know the evolution of the various types of newspaper</b>						
	<p>4.1 Discuss the evolution of types of newspapers</p> <p>4.2 Explain the circumstances that gave rise to the newspaper types</p> <p>4.3 Examine the characteristics of the newspaper types</p> <p>4.4 State the areas of similarities in the newspaper types</p> <p>4.5 State area of differences in the newspaper types</p>	Perform the activities stated in the specific outcomes	Types of newspapers	State evolution of newspaper types	Guide students to identify the various types of newspapers	
<b>General Objective 5: Understand newspaper process using the computer.</b>						
	<p><b>Techniques</b></p> <p>10.1 Gather and write news using copy format</p> <p>10.2 Edit the news for accuracy, coherence, conciseness,</p>	Explain the process of newspaper production using a computer	Dummy sheets computer with appropriate software	State the newspaper production process	Guide and supervise students to produce a newspaper	Assess and grade the newspaper

	balance, and simplicity. 10.3 Prepare dummy. 10.4 Plan newspaper pages using the computer 10.5 Produce a newspaper					
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	Course: Insurance/Title COMMUNICATION AND NATIONAL DEVELOPMENT	Course code: MAC422		Contact Hours/credit unit: 3/2		
				Theoretical: hours/week		
	Year: 2 Semester: 2nd	Pre-requisite		Practical: hours/week		
	Theoretical Content		Practical Content			
General Objectives 1: Know the meaning of National Development						
Week	Specific Learning Outcome	Teacher's activities	Specific Learning Outcome	Teacher's activities	Resources (Theoretical/practical)	Evaluation
	<b>National Development</b> 1.1 Define national development 1.2 Distinguish between a developed and a developing nation 1.3 Explain the major characteristics of a less developed nation and a developing nation 1.4 Know the meaning of national	Define and distinguish between developed and developing nations			Books internet	Assignment

	development					
General Objectives 2: Understand the concept of development communication						
	<b>Development Communication</b> 2.1 Define development communication 2.2 Distinguish between development communication and other forms of communication, e.g., interpersonal, international and intercultural 2.3 Understand the concept of development	The student should know what development communication is and the different forms communication				
General Objectives 3: Understand the evolution of development communication						
	<b>Evolution of Development Communication</b> 3.1 Trace the historical foundation of development communication 3.2 Analyse the rationale of development communication. 3.3 Understand the evolution o development communication.	Trace the historical development and rationale of development communication				
General Objectives 4: Know the functions of development communication						
	<b>Functions of Development</b>	List functions of development				

	<p><b>communication</b></p> <p>4.1 List the functions of development communication viz.</p> <p>a. loudspeaker b. reformer c. organizer d. equalizer e. enricher f. accelerator g. legitimizer h. researcher i. mobiliser j. informant k. educator l. advocator</p> <p>4.2 Explain the functions listed in 4.1 above</p> <p>4.3 Appraise the functions listed 4.1 above</p> <p>4.4 Know the functions of development communication.</p>	<p>communication. e.g. loudspeaker, reformer</p> <p>List the advantaged and disadvantages of the vertical make-up.</p> <p>List the advantages and disadvantages of the horizontal make-up.</p> <p>List the advantaged and disadvantages of the modern make-up</p> <p>Explain the various newspaper types.</p> <p>State characteristics of major newspaper types</p> <p>Explain various newspaper make-ups.</p>				
General Objectives 5: Know the basic theories of development communication						
	<p><b>Theories of Development Communication</b></p> <p>5.1 Explain the normative of the press, viz, authority, liberation, social responsibility,</p>	<p>Explain the theories and their applications</p> <p>Explain the normative of the press, viz, authority, liberation, social</p>		Practical not required		

	<p>communist. 5.2 Explain the instructional design strategies. 5.3 Explain the theories of acceptance, rejection, avoidance and participation 5.4 Analyse social making strategy. 5.5 Know the basic theory of development communication</p>	<p>responsibility, communist. 5.2 Explain the instructional design strategies. 5.3 Explain the theories of acceptance, rejection, avoidance and participation</p>				
General Objectives 6: Know how to apply communications techniques for development						
	<p>Application of Techniques 6.1 Determine when and how to use interviews, talk shows, drama, short stories, poetry, posters, and magazine programmes in development communication. 6.2 Use the techniques listed in 6.1 above 6.3 study how to apply communication techniques for development 6.4 list the problem of development communication</p>	<p>Explain how the techniques will be used for national development With relevant examples explain the problem of development communication  Explain the normative of the press, viz, authority, liberation, social responsibility, communist. . Explain the theories of acceptance,</p>				

		rejection, avoidance and participation				
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<b>General Objectives 7: Understand the problems of development communication</b>						
	<b>Problems</b> 7.1 Discuss the major obstacles to development communication, such as poverty, transportation, conceptualization, training, funds, ignorance, illiteracy, etc.	List the major obstacles to development communication, such as poverty, transportation, conceptualization, training, funds, ignorance, illiteracy, etc	Explain the theories of acceptance, rejection, avoidance and participation			

	<i>Department/ Programme: HIGHER NATIONAL DIPLOMA IN MASS COMMUNICATION</i>	<i>Course Code: MAC 423</i>		<i>Contact Hours: 3</i>
	<i>Subject/Course: PUBLIC RELATIONS CASE STUDIES</i>	<i>DURATION: 3 HOURS/WEEK</i>	<i>SCHEDULE: SEMESTER</i>	<i>Theoretical: hours 2</i>
	<i>Year: HND2Semester: 2<sup>nd</sup></i>	<i>Pre-requisite:</i>	<i>PRCOPY&amp; Media</i>	<i>Practical: 1 hour /week</i>
<b>GOAL:</b> This course is designed to sharpen the ability of the students in assessing public relations problems and proffering solutions				

<b>GENERAL OBJECTIVES:</b>
On completion of this course the student should:
1.0 Understand public relations problems in organizations

- 2.0 Understand public relations case studies from various organizations
- 3.0 Know how to analyse case studies
- 4.0 Know the public relations operational practices in specific establishments
- 5.0 Know how to evaluate public relations reports
- 6.0 Know how to write public relations case reports

Course: : PUBLIC RELATIONS CASE STUDIES			Course Code: MAC 423			Contact Hours 3:
Course Specification: 2				Theoretical hours/week		
		Year: HNDII	Pre-requisite: - PRCOPY & Media		Practical: 1 hour /week	
SEMESTER: 2 <sup>ND</sup>		Theoretical Content		Practical Content		
<b>General Objectives: 1.0</b> Understand public relations problems in organizations						
Week	Specific Learning Outcome	Teacher's activities	Specific Learning Outcome	Teacher's activities	Resources & (Theoretical/Practical)	Evaluation
2	Problems 1.1 identify public relations policies and practices in organizations. 1.2 Identify the sources of public relations problems in organizations 1.3 Analyse possible effects of the problems in 1.2 above on the organizations. 1.4 Explain public relations policies and	Carryout the activities stated in the specific learning outcomes. 1.1-1.6	State public relations policies and practices list sources of public relations problems State the effects of the problems on organizations	Guide the students to analyse possible effects of specific relations problems	Books Journals	Quiz on learning outcomes



	practices in organizations 1.5 List sources of public relations problems in organizations 1.6 Explain effects of problems in 1.2.					
<b>General Objectives: 2.0</b> Understand public relations case studies from various organizations perspectives						
2	Perspectives 2.1 State public relations case studies 2.2 Analyse the case studies 2.3 Identify specific problems in public relations case studies. 2.4 Prepare solutions to the case studies 2.5 Discuss the various public relations case studies 2.6 List the problems in each case 2.7 Explain solutions to the problems.	Performa all activities in the specific learning objectives State the public relations cases List the solutions to the stated public cases	Identify issues in the specific cases	Guide students to solve cases	Typed public relations cases	Quiz on learning outcome grading of quiz.
<b>General Objectives: 3.0</b> Know how to analyse case studies						
3	<b>Analysis</b> 3.1 Present case studies emanating from Nigeria e.g NNPC, Nigeria Police etc various government – federal, state. 3.2 List areas for public relations case studies	Carry out stated activities in specific learning objectives 3.1, 3.2, and 3.3.		Guide students to analyse the cases	Copies of public relations cases. Journals Specialized publications.	

	<p>3.3 Analyse public relations cases drawn from the locality including the institutions</p> <p>3.4 Present public relations cases involving some public institutions in Nigeria.</p> <p>3.5 Present public relations cases from the locality.</p> <p>3.4 Analyse 3.5 above,</p>					
<p><b>General Objectives: 4.0</b> Know the public relations operational practices in specific establishments</p>						
	<p><b>Operational practices</b></p> <p>4.1 Identify a specific public relations problem in the institutions or locality</p> <p>4.2 Draw up a public relations programme to solve the problem in 4.1 above.</p> <p>4.3 Supervise the execution of the programme in 4.2 above.</p> <p>4.4 Evaluate the success of the execution.</p> <p>4.5 List specific public relations problems in the institutions or locality</p> <p>4.6 Draw up a public relations programme to solve the problem</p> <p>4.7 Supervise the execution of 4.2</p> <p>4.8 Evaluate success of</p>	<p>Perform activities specified in specific learning objectives</p> <p>State public relations problems</p> <p>State plans to solve them.</p> <p>Evaluate the outcome</p>		<p>Guide students to draw up and execute the programs</p>		<p>Grade the programmes</p>

	4.3					
<b>General Objectives: 5.0</b> Understand how to evaluate public relations reports						
3	<b>Evaluation</b> 5.1 Define public relations reports. 5.2 State the components of public relations reports. 5.3 Identify elements of a good public relations report. 5.4 Identify elements of a bad public relations report. 5.5 List the components of public relations reports. 5.6 State elements of a good public relations reports. 5.7 State elements of a bad public relations reports.	Carryout activities stated in specific learning objectives 5.1-5.7	Typed public relations reports	State meaning of public relations report List characteristics of a good and bad public relations report.		Quiz on components of good and bad public relations reports
<b>General Objectives: 6.0</b> Know how to write public relations case reports						
2	<b>Writing</b> 6.1 Write group and individual public relations report. 6.2 Present group and individual reports. 6.3 Evaluate group and individual reports in 5.1 above. 6.4 Write group 6.5 Write individual reports	Explain processes involve in writing group and individual public relations report. . Evaluate group and individual reports writing in 5.1 above.			Pen and paper	Grade group and individual reports

6.6 Present individual reports. 6.7 Present individual reports 6.8 Evaluate group reports 6.9 evaluate individual reports						
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	<b>Department/Programme:</b> <b>Mass Communication.</b> <b>Subject/Course:</b> <b>Advanced</b> <b>Radio/Television/</b> <b>Production</b>	<b>COURSE</b> <b>CODE</b> <b>Mac 410</b>	<b>CONTACT HOURS:</b>
			Theoretical hours/week
			Practical: hours/week
<b>Year: HND II</b>	<b>semester: 2</b>	<b>Pre-requisite: Mac 410 Radio/ TV Production Techniques</b>	

**GOAL:** This course is designed to expose the student to advanced techniques of Radio, Television and digital media Production.

**GENERAL OBJECTIVES:** On completion of the Course, the student should:

- 1.0 Know how to produce and direct programmes within the studio setting
- 2.0 Know how to produce outside Broadcast
- 3.0 Know how to produce programmes for online platforms
- 4.0 Know how to produce, direct and package video musicals/ Audio CD
- 5.0 Know how to produce and direct Broadcast drama

6.0 Know how to produce a documentary

	COURSE: Radio/ TV Production Technique		COURSE CODE MAC 410	CONTACT HOURS: 4 CREDIT UNITS: 3			
				Theoretical hours/week 1			
				Practical: hours/week 3			
	Year: HND2 semester: 2			Pre-requisite: Mac 410			
	Theoretical Content:			Practical Content			
<b>General Objective:</b> Know how to produce and direct Radio & TV studio programmes							
Week:	Teacher's activities	Resources	Specific Learning Outcomes	Resources	Specific learning outcomes	Teacher's activities	Evaluation
1 – 2	<p>1.1 Define Producer, Production &amp; Director.</p> <p>1.2 Design a programme topic- such as feature, Talk-show, children's show etc.</p> <p>1.3 Discuss reasons to have a crew and assign functions.</p> <p>1.4 Explain the need to choose a balanced cast</p> <p>1.5 Explain need for dry-run</p> <p>1.6 Distinguish between recorded and live production.</p>		Guide students to perform the activities stated in the specific learning outcomes 1.1-16	Broadcast equipment in the studio/control rooms; cast & crew	demonstrate steps needed for studio production	Guide and supervise students	Watch and critique recorded show together. Grade
<b>General Objective 2:</b> Know how to produce Outside Broadcast							
2-3	2.1 Plan the broadcast for						Quiz/ grade

	<p>activities like sports, soccer, festivals, ceremonies etc.</p> <p>2. 2 Explain the need to research on topic of choice.</p> <p>2.3 Explain need for on-location reconnaissance (Recee) or pre-visit.</p> <p>2.4 Identify equipment in OB Van and base control room</p> <p>2.5 Brief the Production Crew</p> <p>2.6 Explain need to liaise with base</p>	<p>Guide students to perform the activities stated in the specific learning outcomes</p>	<p>Recording base or mobile studio video sender, or available wireless for remote broadcast;</p> <p>Base Control Rm (CTR)</p>	<p>demonstrate steps needed for studio broadcast</p>		
4-5	<b>General Objective 3:</b> Know how to produce programmes for online platforms					
	Digital Broadcast					
	<p>3.1 Explain online platforms.</p> <p>3.2 Explain the transmission process</p> <p>3.3 Explain various platforms used by Radio and TV stations to distribute programmes(e.g. webcasting and podcasting)</p> <p>3.4 Explain the relationship between base control room, transmitter and transmission process.</p> <p>3.5 Demonstrate actual remote transmission</p>	<p>Perform the activities leading to digital production of podcasts and webcasts.</p> <p>Demonstrate podcast as webcasting with smart phones or other mobile devices</p>	<p>Internet</p>	<p>demonstrate steps needed for studio broadcast/podcast</p>	<p>Guide and supervise operations</p>	<p>Quiz</p>
6-9	<b>General Objective 4:</b> Know how to produce, broadcast and package video musicals/ Audio CD					

	<b>MUSICALS/ AUDIO CD</b>					
	4.1 Explain studio layout 4.2 Explain storyline, music text, cutting bits/ recording audio CD 4.3 Explain the need to rehearse music movement 4.4 Demonstrate synchronization with choreography 4.5 Demonstrate sound mixing/recording techniques using the computer 4.6 Explain recording stages	Explain to students as in 4.1 to 4.6 to perform activities stated	DVD, CD	Guide students to perform activities stated	demonstrate steps needed for musical production	Quiz, view and critique recorded programme
<b>General Objective 5:</b> know how to produce & direct broadcast drama						
10-12	5.1 Discuss the principles of drama 5.2 script	Explain the principles of drama 5.2 script	Illustrate the principles governing drama	Demonstrate the principles of drama script	drama script	Discuss the principles of drama 5.2 script
	5.3 cast for roles 5.4 use of music in drama/foley effects 5.5 use of production technique	5.3 cast for roles 5.4 use of music in drama/foley effects 5.5 use of production technique	cast for roles  practice use of music in drama/foley effects use of production technique	cast for roles use of music in drama/foley effects use of production technique	Radio, cassette	cast for roles use of music in drama/foley effects use of production technique
<b>General Objectives 6.</b>						



13-14	6.0 collect materials for doc	collect materials for doc				
	6.1 reconstruct some scenes 6.2 explain voice over narration 6.3 shooting process/recording	reconstruct some scenes explain voice over narration shooting process/recording	reconstruct some scenes listen to voice over narration  illustrate shooting process/recording	reconstruct some scenes listen to voice over narration  illustrate shooting process/recording	Video camera	explain voice over narration explain shooting process/recording
<b>General Objectives 7:</b> know how to produce and package programme of choice						
15	<b>GROUP PRACTICAL PROJECT</b>					
	7.1 Divide class into manageable groups	supervise student's production				Evaluation
	7.2 allow groups to choose and plan their projects					
	7.3 set a dateline for final submission					
	7.4 view and critique together recommend correction					
	7.5 arrange for public/campus viewing/campus transmission					

# LABORATORIES/STUDIOS REQUIRED FOR NATIONAL DIPLOMA AND HIGHER NATIONAL DIPLOMA (ND)/HND IN MASS COMMUNICATION

**PROGRAMME: ND/HND**

## **LABORATORIES:**

1. News Writing and Editing
2. Public Relations/Advertising/Research Resources Center

## **STUDIOS:**

1. Radio/Sound Recording
2. Television
3. Photography

## **EQUIPMENT FOR THE STUDIOS**

### RADIO/SOUND RECORDING SDUDIO

S/NO	DESCRIPTION	QUANTITY
REQUIERD		
1.	Omni-Directional Microphones.....	5
2.	UNI-Directional Microphones .....	5

3. BI	.....5
4. Condenser	.....2
5. Condenser dynamic microphone Including one Boom	.....2
6. Professional Audio – Mixer (16 channel)	.....1
7. Audio Head Phone	.....6
8. Loud Speaker (studio one and two)	.....4
9. Radio receiver	.....1
10. Satellite Radio Receiver	.....1
11.Midgets (digital)	.....6
12.Computer Set with Appropriate Software	.....2
13.MIC Stand	.....2

**NOTE:**

The Radio Studio and Control Room must be professionally illuminated, acoustically treated, air conditioned and large enough to accommodate not less than 20 Students at a time. The control Room should be spacious enough to take 10 people at a time.

NB: Departments are encouraged to set up their own radio stations.

## **TELEVISION STUDIO**

1. Omni Directional Microphones .....	5
2. Uni-directional Microphone.....	5
3. Bi-directional Microphone... ..	5
4. Lavalier/ Lapel Microphone .....	5
5. CONDENSER microphone.....	1
6. Table Microphone Stand .....	2
7. Fish pole .....	1
8. Floor Microphone stand.....	2
9. Boom Microphone stand.....	1
10. Audio CD player (Multifunctional).....	2
11. DVD player (Professional) .....	2
12. Laptop Computer .....	4
13. Desktop COMPUTER .....	3
14. Headphones (TV) .....	6
15. Professional HDV Camera with tape or with Memory card (Tapeless) .....	4
16. Camera Tripod with ONE dolly .....	3
17. Cyclorama	
18. Monitor .....	6
19. Basic studio LIGHTS: (a) Key lights.....	2
(b) Fill Lights (with barn doors) .....	2
(c) Back light (with barn doors) .....	2

(d) Moveable light with barn doors.....	3
20. Grid Light with Dimmer.....	a set
21. Stabilizers.....	depend on the number of equipment available
22. Industrial UPS .....	1
23. Edit Suite Video Editing with appropriate software (e.g. Adobe Premiere Pro & Adobe Audition for sound) +	
24. External Hard drive .....(ITB).....	1
25. Digital Vision mixer .....	1
26. Digital Audio Console (16 channel).....	1
27. Camera Stand (Tripod) .....	1
28. Camera Dolly Tripod .....	2
29. Box of Light .....	3
30. Color gels (Red, Blue, yellow & Sky blue)	

N/B. A Television Studio should be large enough to allow for free camera movement and accommodate not less than 20 students at a time; the **Control Room** not less than 10 students at time. The studio must have double sound proof doors, professionally illuminated, acoustically treated, properly air-conditioned with a good professional cyclorama.

## **PHOTOGRAPHY STUDIO**

S/NO	DESCRIPTION	QUANTITY REQUIERD
1.	DSLR (Digital Single Lens Reflex Cameras).....	10
2.	Lences:24mm-50mm zoom.....	5
3.	Lenses: 24 mm-50mm zoom.....	2
4.	Lenses: 50mm.....	2
5.	Light: i. Bounce flash.....	2
	ii. Studio Lamps.....	2
	iii. Backdrop Canvas.....	3
6.	Tripod .....	2
7.	Pairs of scissors.....	5
8.	Electric Generating Plants(optional).....	1
9.	Pick-up van for field use(optional).....	1
	LENSES	
10.	24mm-50mm Zoom.....	5
	LIGHT	

11.	Bounce	
	Flash.....	2
12.	Studio	
	Lamps.....	2
13.	Backup	
	Canvas.....	3
14.	Computers with software.....	5
15.		
	Reflectors/umbrellas.....	2
16.	Scanner (500 PI	
	ABOVE).....	2
17.	External Hard	
	Disk(mm/TB).....	1
18.		
	SCISSORS.....	6
19.	Professional Photo Printer	
	.....	2

## EQUIPMENT

### NEWSWRITING/EDITING LAB

- Horse-shoe shaped table formation.....1
- Office Chairs.....20
- Desktop computers (with appropriate software).....10
- Printers.....02



- Cable/Satellite  
TV.....
- TV  
sets.....  
.....2
- Internet Access
- Scanner.....  
.....1
- Radio  
Sets.....  
.....2
- Digital Audio  
Midget.....20
- Daily Newspapers and Magazines
- Maps, Globe, Dictionaries, Thesaurus
- DVD  
Players.....  
.....2

## PUBLIC RELATIONS/ADVERTISING RESEARCH/RESOURCE CENTER

- Desktops (with appropriate software).....20
- Printer.....2
- Scanner.....1
- Multimedia Projector.....2
- Projector stand/Screen.....2
- DVD Players/Recorder.....2
- Cable/Satellite TV.....
- TV Set.....2
- Photocopier.....1
- Radio Receiver set.....2

- *Internet*  
Access.....
- *Laptop*.....
- .....
- *Daily Newspapers and Magazines*
- *Journals*
- *Magazines*
- *Tables*.....
- .....20
- *Chairs*.....
- .....20

### **RESOURCE PERSONS**

- |                         |   |
|-------------------------|---|
| 1. PROF. INNOCENT OKOYE | DEPT. OF MASS COMM.<br>KWARA STATE UNIVERSITY |
| 2. PROF. UMAR PATE      | DEPT. OF MASS COMM.<br>UNI MAIDUGURI          |
| 3. DR. JOHN O. EDEMODE  | DEPT. OF MASS COMM.<br>AUCHI POLY             |
| 4. MR. G. O. IBE        | DEPT. OF MASS COMM.                           |

5. DR. J. B. IGE  
FED POLY OKO  
DEPT. OF MASS COMM.  
FED POLY OFFA
6. MR. MIKAILU NDALIMAN  
DEPT. OF MASS COMM.  
FED POLY BIDA
7. MR. WALE AJAYI  
DEPT. OF MASS COMM.  
LAGOS STATE POLY, IKORODU
8. MAL. HASSAN HASSAN  
DEPT. OF MASS COMM.  
FED POLY BAUCHI
9. MR. CHARLES ONI  
DEPT. OF MASS COMM.  
YABA TECH
10. MARTHA ONYEBUCHI  
APCON LAGOS
11. CYRIL OKONKWO  
NTA LAGOS
12. DR. T. S. EBONG  
DEPT. OF MASS COMM.  
AKWA IBOM STATE POLY, IKOJ OSURUA
13. ARC. T. O. ADEKUNLE  
Ag DIRECTOR PROGS. NBTE
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