



# **VERITAS UNIVERSITY, ABUJA**

**(THE CATHOLIC UNIVERSITY OF NIGERIA)**

**DEPARTMENT OF MASS COMMUNICATION**

**COLLEGE OF SOCIAL SCIENCES**

**PROSPECTUS**

*OF*

**B.SC. MASS COMMUNICATION**

**2016/2017 ACADEMIC SESSIONS**

## **PERMEABLE**

This is a proposal for the effective take-off of Mass Communication as a Department in line with the NUC guidelines. The requirements for the take-off of the department are stated, along with an outline of the total overhaul of the undergraduate courses, making allowance for six (6) months SIWES programme are stated. This is in order to bring the programme in line with the current minimum of 90 credit units for direct entry students or 120 credit units for UME students for graduation, the curriculum review becomes imperative.

## **PHILOSOPHY OF THE DEPARTMENT**

The mass communication programme is primarily predicated on the provision of quality education in the areas of Radio, Television, Film and Newspaper and magazine content production and management, as well as advertising and public relations. Other emerging areas of communication are also considered. Aside from this, it will employ knowledge drawn from various segments of society into the proper foregrounding of related issues. In this regard, the sociology of the media and its intricate relationship to societal development would be very pivotal to the study of this discipline. The essential thread for appreciating this relationship is in the offerings that are provided by the various media.

Therefore, a concerted effort would be made to ensure that from training quality expected of our products (students), their output would be commensurate to industry standards in Nigeria and indeed elsewhere.

## **VISION OF THE DEPARTMENT**

To established a department that is firmly equipped with theory and research as well as practical knowledge in all facets of mass communication as required anywhere in the globe.

## **MISSION OF THE DEPARTMENT**

To imbibe the culture of ethical training of students as well as teaching staff, to effectively render efficient service to the society in teaching and research as well as development in various areas of mass communication.

## **BRIEF HISTORY OF THE DEPARTMENT OF MASS COMMUNICATION, VERITAS UNIVERSITY**

Following the vision and foresight of the Vice Chancellor Professor Michael Kwanashie to expand the University with more relevant course, he decided to start a Mass Communication Department. At this point, NUC was invited to ascertain the adequacy of resources for the Department to commence. Consequently, NUC was invited for resource verification in April 2016 and the Department picked up activities soon thereafter in August 2016.

The Programme is presently housed in the Faculty of Social Sciences. The pioneer Head of Department is renowned professor in the field of Mass Communication, Professor, J.A. Sambe FNIPR JP, the first Professor of Mass Communication in the Northern Nigeria. The Department has a highly qualified academic Staff whose productivity is research driven. They are made up of Professors, Associate Professors, Senior Lecturers and other Staff as well and Technologist to mann the Studio of radio and Television.

In its first enrolment, a total of 45 students were admitted, two, Direct Entry students and 43 100 level students. The department will soon make history when it will be graduating its first batch of professional journalists in 2018, a mile stone for its high academic excellence.

The Department for a start has a radio and television studio which encourages students' practical application of techniques in radio, television and print industry. The programme runs for 4 academic sessions of 8 semesters within which students go for their compulsory 6 months Industrial Training in any of the media organisation in the country.

The Department has made a detail review of its academic programmes so as to enrich the curriculum with new innovative offerings in mass communication this is done in response to the demands of the standard of National Universities Commission (NUC). The revised courses are fashioned to accommodate the demands of new communication technologies which help to redefine mass communication.

The Department has its students' body called MACOSA headed by a President and other officials who help run the students' Departmental affairs. With the pacesetting tradition set by the Department it is hopeful to move the Department to lofty heights in Mass Communication.

## ACADEMIC STAFF LIST OF THE DEPARTMENT

SN	NAME	QUALIFICATION	SPECIALIZATION	RANK
1	Prof. John A. Sambe	PhD Mass Communication	Electronic Media, Research & Theory	Professor
2	Rev. Fr. Vitalis Torwel	PhD Mass Communication	Political Communication, Critical Media Theory	Associate Professor
3	Rev. Fr. Patrick Alumunku Tor	PhD Mass Communication	Electronic Media	Senior Lecturer
4	Dr. Mrs. Samuel Aretha R.	Ph.D. Sociology	Criminology/Police Science	Lecturer II
5	Mr. Isaac Imoter Nyam	B.Sc, M.Sc Mass Communication	Electronic Media/Speech Communication and Research	Lecturer II
6	Miss Member Gbakighir	B.Sc, M.Sc Mass Communication	Public Relations	Assistant Lecturer
7	Mr. Emmanuel Eze	B.A., M.A Mass Communication	Print Media	Assistant Lecturer
8	Mr. Ejime Samuel Okoh	BA, M.Sc Media Communication	Public Relations & Advertising	Assistant Lecturer
9	Miss Iwambe Sandra	BA, M.Sc Mass Communication	Studio	Technologist
10	Adaole Onyebe	B.Sc, M.Sc Mass Communication	Studio	Technologist

## **VISION OF THE UNIVERSITY**

To be academic community founded on catholic principles and committed to a culture of excellence that will make the University rank among the best in the world.

## **MISSION OF THE UNIVERSITY**

To provide integrated and holistic formation of students and advance knowledge in the service of God and society based on catholic principles.

## **OBJECTIVES**

- a. To produce high quality graduates in mass communication to serve our society.
- b. To produce adequate manpower in the area of Radio and Television, Film, Public Relation, Advertising, Newspaper and Magazines, as well as other related areas of communication.
- c. To inculcate into its graduates, the ethics of the profession respect for truth and fairness doctrine.
- d. To enhance communication for development in the state and at the national level.
- e. To promote cooperation and understanding in the society.
- f. To ensure sound training in practice theory and research.

## **PROGRAMME STRUCTURE**

The B.Sc. Mass Communication is structured as follows:

- (a) a four-year programme for UTME entrants, and
- (b) a three-year programme for Direct Entry students

## ADMISSION AND GRADUATION REQUIREMENTS:

### ENTRY REQUIREMENTS

S/N	ENTRY MODALITY	REQUIREMENTS	ENTRY STATUS	CAVEAT
1	University/Tertiary Matriculation Examination [UTME]	A good UTME result; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTECH, GCE, or any other legitimate equivalent]	100 Level	Nil
2.	Direct Entry [DE] - Interim Joint Matriculation Board Examination [IJMB]	JAMB Direct Entry application form along with a good IJMB examination result; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTE, GCE, or any other legitimate equivalent]	200 Level	Student will be expected to register and pass 100 level Departmental foundation courses
3.	Direct Entry [DE] – National Certificate in Education [NCE]; Diplomas [ND/HND], Degrees	JAMB Direct Entry application form along with a good/relevant Advanced Level Examinations/Diploma result; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTE, GCE, or any other legitimate equivalent]	200 Level	Student whose advanced level Education is not in Mass Comm. will be expected to register and pass 100 level Departmental foundation courses
4.	Direct Entry [DE] – Foreign Advanced Level Examinations/Diplomas	JAMB Direct Entry application form along with a good/relevant Advanced Level Examinations/Diploma result; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTE, GCE, or any other legitimate equivalent]	200 Level	Student will be expected to register and pass 100 level Departmental foundation/core courses

### ENTRY REQUIREMENTS

S/N	ENTRY MODALITY	REQUIREMENTS	ENTRY STATUS	CAVEAT
5	Intra-University	A good UTME result; JAMB	100 Level	100 Level but

	Transfer [100 Level to 100 Level]	Change of Course Form/Application; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTECH, GCE, or any other legitimate equivalent]		not by default – student may not be required to register for university general courses already passed
6.	Intra-University Transfer [200 Level to 100 Level]	A good UTME result; JAMB Change of Course Form/Application; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTECH, GCE, or any other legitimate equivalent]	100 Level	100 Level but not by default – student may not be required to register for university general courses already passed
7.	Intra-University Transfer [400/300 Level to 200 Level]	A good UTME result; JAMB Change of Course Form/Application; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTECH, GCE, or any other legitimate equivalent]	200 Level	200 Level but not by default – student may not be required to register for university general courses already passed. Student will be required to register and pass 100 level Departmental foundation/core courses
8.	Inter- University Transfer [400/300/200 Level to 200/100 Level]	A good UTME result; JAMB Change of Institution/Course Form/Application; five (5) Ordinary Level credits including English Language and Mathematics, of not more than two sittings [Combined or separate; WASSEC, NECO, NABTECH, GCE, or any other legitimate equivalent]; university transcripts	200 Level	200/100 Level by default – student will be required matriculate; register for and pass all university general courses. Students who had studied Mass Comm. Will be



				exempted from 100 level Departmental foundation/core courses
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**REGULATIONS GOVERNING THE AWARD OF THE DEGREE OF BACHELOR OF SCIENCE (B.Sc.) IN MASS COMMUNICATION**

1. The four-year programme of study leading to award of the degree of Bachelor of Science shall be denoted by the letters B.Sc. (Political Science & Diplomacy).
2. Instruction in the Department shall be by courses and students are expected to take an approved combination of courses as may be determined from time to time by the University Senate on the recommendation of the Departmental Board of Studies.
3. The approved period of study for the award of the degree shall not be less than six semesters or three years for Direct Entry students, and eight semesters or four years for UTME students.
4. All undergraduate courses shall be full time.
5. A student is expected to maintain a Cumulative Grade Point Average (CGPA) of at least 1.5 to be in good academic standing. Any student whose CGPA falls below 1.5 for two consecutive years will be asked to withdraw from the programme. However, *where a student has demonstrated early poor performance with CGPA of less than 1.0 in the first and second semesters of 100 level, the student will be advised to withdraw from the programme.*
6. Continuous Assessment (CA) shall account for 40% of the final course grade. A Continuous Assessments consisting of two intra-semester tests and two written assignments (each carrying 10 marks) will be administered in all

courses per semester and the assessed scripts kept in the Head of Department's office after students have seen them.

7. Students are expected to be regular and punctual in attendance at all classes in the course in which they are enrolled. All applications for exemption from attendance at classes of any kind must be made in writing to the Head of Department through the Course Lecturer.
8. At least 75% attendance is required in all courses and per semester for student admission into examination.
9. A student shall normally register for a minimum of thirty (30) and a maximum of forty- eight (48) credit units in any academic year, except in the case of direct entry and inter-university transfer students. This means that a student should take between 15 and 24 credits in any given semester and no student can earn more than forty-eight (48) credit units at the end of an academic year.

### **Departmental Codes**

All courses offered in the Department of Political Science and Diplomacy are coded by assigning them a three-letter prefix followed by four-digit number e.g.

MAC 111 — Mass Communication

For course units taken from other academic disciplines that do not yet have degree programmes, three-letter prefixes are assigned as follows:

SOS - Social Sciences

PSY - Psychology

SOC - Sociology

LAW	-	Law
FRE	-	French
THG	-	Theology

## **GENERAL STUDIES REQUIREMENT**

The degree requirements in every case include compulsory courses in General studies (GES), Theology and Entrepreneurship, students are required to take all General Studies, Theology and Entrepreneurship course, which they must pass before they can graduate. Direct entry students will also take and pass all General Studies, Theology and Entrepreneurship course. However, some general studies and Entrepreneurship courses may be waived for students transferring from other Universities in Nigeria if the General Studies and Entrepreneurship courses they took in their previous universities are equivalent in content to those offered in Veritas University, Abuja.

## **COURSE CREDIT SYSTEM**

The University operates a course credit system in which subject areas are broke down into examinable units called ‘courses’. Instructions in the department are delivered by course and students shall be required to take an approved combination of courses as may be determined from time to time by the University Senate on the recommendations of the Department and College Boards of Studies.

## **CREDIT UNITS**

All courses offered in the Department’s degree programmes are assigned credit units and students earn credit units for courses passed. A credit unit refers to a specified number of hours of student-teacher contact for lectures/tutorials of one hour per week per semester of fifteen weeks. Hence, one credit unit is one hour of lecture or tutorial (or an equivalent amount of study, such as seminars, laboratory,

industrial attachment or fieldwork, or any combination of these) per week per semester of fifteen weeks. For example, one week of industrial attachment may be equivalent of one hour of lecture per week per semester.

## **GRADING SYSTEM**

The grading of courses shall be done by a combination of percentage marks and letters grades translated into a graduated system of grade Point Equivalents (GPE), as follows:

Raw Scores (%)	Letter Grade	Value Points	Interpretation
70 – 100	A	5	Excellent
60 – 69	B	4	Very Good
50 – 59	C	3	Good
45 – 49	D	2	Pass
0 – 44	F	0	Fail

## **GRADE POINT AVERAGE (GPA)**

For determining a student’s academic standing at the end of every semester, the Grade Point Average (GPA) system shall be used.

The grade Point Average (GPA) is derived from the raw scores obtained by a student in all the course taken in a particular semester. It is computed by multiplying the numerical value assigned to the letter grade attained in each course (the grade point equivalent) by the number of credit units assigned to that course to obtain the grade points. These products are summed across the number of courses taken to obtain the total grade points (GP) earned in that semester. This sum is then divided by the total credit units the student registered for the semester.

## **CUMULATIVE GRADE POINT AVERAGE (CGPA)**

The Cumulative grade point average (CGPA) is derived from the raw scores obtained by a student in all the course taken in a particular semester. It is computed by multiplying the numerical value assigned to the letter grade attained in each course (the grade point equivalent) by the number of credit units assigned to that course to obtain the grade points. These products are summed across the number of course taken to obtain the total grade points (GP) earned in that semester. This sum is then divided by the total credit units the student registered for in the semester (TC).

## **CUMULATIVE GRADE POINT AVERAGE (CGPA)**

The cumulative grade point average (CGPA) is a measure of a student's overall up-to-date average performance at any point in his/her programmed of study, based on the cumulative grade points (CGP) earned by the student up to that point. However, the cumulative grade point average is usually computed at the end of a particular semester and/or academic session. The CGPA is derived by multiplying the grade points earned by the student in each course (whether passed or failed) taken to date by their respective credit units, summing these products to get the cumulative grade points, and then dividing this aggregate quantity by the sum of the credit units of all the course the student has taken to-date.

## **WORK LOAD**

A student shall normally register for a minimum of thirty (30) and a maximum of forty eight (48) credits units in any academic year, except in the final year of study [where special provisions have been made for excess credit load] and in the special case of direct entry and inter-university transfer students, who follow a three- year degree programme, the maximum of 24 credits units per semester or 48 credit units per session may be exceeded by the number of credit units assigned to the General Studies, Theology and Entrepreneurship course, which they must take.

## **COMPULSORY, REQUIRED AND ELECTIVE COURSE**

To qualify for award of a degree, the student is required to pass all courses he or she has registered for, whether compulsory, required or elective. Compulsory courses are made up of designed core courses in the discipline, General Studies (GES), Theology and Entrepreneurship courses. Required courses are foundational courses in mathematics, statistics, research methods and other closely related course in the programme, which the student is required to take. Elective courses are course offered within or outside the department, which the student chooses to take in order to complete the required credit load for the semester.

## **CONDITIONS FOR PROBATION**

If at the end of the session a student's cumulative Grade Point Average (CGPA) is less than 1.00, then he/she will be placed on probation for the next academic session. A student who is on probation shall re-register for all the failed courses before registering the current ones, such a student should not exceed a credit load of 24 credit units in any semester.

## **CONDITION FOR WITHDRAWAL**

If at the end of a probation period, a student's CGPA is still less than 1.00, the student will be asked to withdraw from his/her programme of study. A student who is so withdrawn need not leave the University, rather, he/she may transfer to another programme within or outside the department or college that may be willing to accept him or her.

## **FULL-TIME AND RESIDENCY REQUIREMENTS**

All undergraduate programmes offered in the Department are full-time and fully residential. Students may not undertake any regular paid employment within or outside the University while in the programme

## **COURSE ADVISER**

The Head of Department shall appoint from among the full-time members of the academic staff of the department a course adviser for each level of study. The

course adviser shall advise the students on University regulations as they relate to their studentship as well as guide the students in selecting courses in accordance with the regulations governing the award of the degree for which they have enrolled. He/she has the primary responsibility of ensuring that the student he/she advises registers appropriately for the courses and credit units required of his/her level of study and academic standing.

### **PRE-REQUISITE COURSES**

Courses may have pre-requisites, which are specified courses that a student must take and pass before registering for next relevant higher-level course or continuation of the same course in a subsequent semester. However, a student who fails to pass a pre-requisite course may be allowed to register concurrently for the next relevant higher-level course or continuation of the same course, provided such is approved by the Department.

### **ADD/DROP COURSE**

Students may add or drop courses for which they have registered within one month of the beginning of lectures. However, such changes shall be allowed only subject to meeting the requirements of the receiving programmes or department.

### **INTRA-DEPARTMENTAL AND INTRA-COLLEGE TRANSFERS**

Intra-departmental and intra-college transfers are permissible only at 100 and 200 levels of study if the student has satisfied the entry requirements of the receiving programme. However, requests for intra-departmental or intra-college transfer should be made and if approved, effected at the beginning of the academic session.

### **DURATION OF DEGREE PROGRAMMES**

Generally, the degree programmes in the department will have a minimum of 4 years duration for the UTME students and 3 years for direct Entry students. The

maximum number of years allowable for a course of study to earn a Bachelor's degree is 6 years.

## **GRADUATION REQUIREMENTS**

In order to qualify for graduation from any of the undergraduate degree programmes in the department, the student must have met the following requirements:

- a) Been duly admitted for the degree programme
- b) Been matriculated into the University
- c) Passed all compulsory and required courses in the programmed of study, as well as elective courses

## **SEMESTER EXAMINATION**

Students shall take end-of-semester examination in all courses they registered for in that semester. The end-of-semester examination shall contribute 60 percent of the total marks for each course and credits shall be earned for courses passed. The Grade point Average (GPA) shall be calculated based on the total number of courses a students had registered for during the semester, whether passed or failed, and reported along with the semester and session results, However, the marks a student scores for any course he or she had not registered for shall be discarded.

## **CONTINUOUS ASSESSMENT**

Every course offered in the Department has a continuous assessment component, which shall contribute 40 percent of the total marks for the course. The continuous assessment component consists of two continuous assessment tests or intra-semester examination (having 10 marks each) and two written assignments or term papers and presentations (having 10 marks each) as well as attendance at lectures and tutorials. The student shall be given his/her continuous assessment test scripts and marked written assignments with his/her performance in the course. These continuous assessment scores shall be given to the student before the beginning of the end –of –semester examinations.



## **MODERATION OF 400-LEVEL EXAMINATIONS**

External examiners appointed for the programme shall moderate all question papers for 400 level examinations. At the beginning of each semester, the external examiner shall vet the course outlines for each course offered at the 400 level of the programme for which he/she is responsible, vet the questions to be given at the end –of-semester examination. The external examiner responsible shall also participate in the determination of overall results and in the classification of degrees.

## **DEPARTMENTAL BOARD OF EXAMINERS**

The Department has a Departmental Board of studies and a Departmental Board of Examiners. The Head of Department use the Chairman of the two boards. The Departmental Board of Examiners shall deliberate and make recommendations to the College Board of Studies on all matters relating to examinations.

## **GUIDELINES FOR EXAMINATION AND GRADING**

Every course shall be examined during the semester in which it is offered and a candidate shall be credited with those courses that he/she has passed.

The forms of examinations may include practical examinations, inspection and assessment of practical work, notebooks, project work, special reports and so on. However, the form of the examination shall be specified by the Department and approved by senate on the recommendation of the Departmental and College Boards of Studies.

The time allowed for written examination shall normally be based on not more than one hour for each credit unit of the course and the time allowed for any examination shall not exceed 3 hours.

Only students duly registered for a course and who have meet the minimum of 75 percent attendance at lectures and tutorials are eligible to write the end-of-semester examination in that course and get their results.

A student may not absent himself from any required continuous assessment examination or tests unless by permission of the course lecture and/or the Head of Department.

## **RESULTS, GRADING SYSTEM AND GRADE POINTS**

Results are published by the department after approval by the Senate. The published results show the student's name and matriculation number, the courses the student took and their credit units, and then the student's examination performance in terms of the raw scores, their letter grade equivalents, and grade points. The information given in the table below is helpful in interpreting a student's performance.

## **CLASSIFICATION OF DEGREE**

The B. Sc. (Political Science and Diplomacy) degrees shall be classified according to the University's degree classification scheme, which is as follows:

<b><u>Final CGPA</u></b>	<b><u>Class of Degree</u></b>
4.50 – 5.00	First Class Honours
3.50 – 4.49	Second Class Honours, Upper Division
2.40 – 3.49	Second Class Honours, Lower Division
1.50 – 2.39	Third Class Honours

**B.SC MASS COMMUNICATION****First Semester Courses -100 Level**

S/No	Course code	Course Title	Units
1	GES 111	Communication in English I	2
2	GES 115	History and Philosophy of Science	2
3	GES 113	Nigerian People and Culture	2
4	GES 121	Use of Library, Study Skills and ICT	2
5	MAC 111	Introduction to Mass Communication	2
6	MAC 121	Computer Word Processing	2
7	MAC 131	History of Nigeria Mass Media	3
8	MAC 141	Writing for the Mass Media I	3
9	SOS 101	Introduction to Public Relation	2
10	MAC 151	African Communication Systems	2
11	SOC 101	Introduction to Sociology	2
			<b>24</b>

**Second Semester Courses -100 Levels**

S/No	Course code	Course Title	Units
1	GES 122	Communication in English II	2
2	GES 112	Logic, Philosophy, and Human Existence	2
3	GES 124	Communication in French	2
4	GES 142	Community Service	1
5	PHY 102	Introduction to Psychology	2
6	THG 172	Introduction to Church History	2
7	MAC 112	Intro to Basic Tech. for Radio/TV Production	2
8	MAC 122	Introduction to Photojournalism	2
9	MAC 132	Environmental Communication	2
10	MAC 142	Basic Book Publishing and Manuscript Assessment	2
11	MAC 152	Introduction to Public Relations	2
12	MAC 162	Digital Media and Communication	2
			<b>23</b>

**First Semester Courses -200 Level**

<b>S/No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>
1	GES 223	Entrepreneurship and Innovation	2
2	GES 221	Peace Studies and Conflict Resolution	2
3	THG 211	Basic Spiritual Theology	2
4	MAC 211	News Writing and Reporting	3
5	MAC 221	Theories of Mass Communication	3
6	MAC 231	Introduction to Mass Communication Research	3
7	MAC 241	Integrated Marketing Communication	2
8	MAC 251	Speech Communication	3
9	SOS 101	Introduction to Social Sciences	2
10	PSD 101	Introduction to Political Science	2
			<b>24</b>

**Second Semester Courses -200 Levels**

<b>S/No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>
1	GES 212	Business Creation and Growth	2
2	THG 272	Social Teaching of the Church	2
3	MAC 212	Consumer and Public Affairs	3
4	MAC 222	Fundamentals of Media Relations	2
5	MAC 232	Intro to Film Production	2
6	MAC 242	Community Newspaper and Broadcasting	3
7	MAC 252	Specialized Reporting	3
8	MAC 262	Editing and Graphic of communication	3
			<b>20</b>

### First Semester Course Outline -300 Level

<b>Core Courses</b>			
<b>S/No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>
1	MAC 311	Communication law and Ethics	3
2	MAC 321	Communication Research	3
3	MAC 331	Newspaper/Magazine Production	3
4	MAC 341	Film Editing and Production	3
5	MAC 351	Creative Advertising (Copy Writing and Media Planning)	2
6	MAC 361	Advertising and Public Relations Research	2
7	MAC 371	Communication for Development	2
			<b>18</b>

### Second Semester -300 Level

<b>S/No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>
1	<b>MAC 320</b>	Industrial Attachment (SIWES)	<b>15</b>
<b>Grand Total</b>			<b>29</b>

### First Semester Course Outline -400 Level

<b>Core Courses</b>			
<b>S/No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>
1	MAC 411	Mass Media and Society	3
2	MAC 421	Documentary Film Production	2
3	MAC 431	Editorial/Critical Writing	3
4	MAC 441	Media Management	3
5	MAC 451	Trends in Modern Communication	3
6	MAC 461	Community Relations	2
7	MAC 471	Political Communication	2

8	MAC 481	Foreign broad casting	2
9	MAC 491	Economics and Social Problem in Advert and Public Relations	2
			<b>22</b>

### Second Semester Course Outline -400 Level

<b>Core Courses</b>			
<b>S/No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>
1	MAC 412	International Communication	3
2	MAC 422	Feature Writing	3
3	MAC 432	Research Project	6
4	MAC 442	Entrepreneurship Development	2
5	MAC 452	Corporate Communication	2
Any one of the Following Electives			
7	MAC 482	Educational Broadcasting	2
			<b>18</b>

## **FIRST SEMESTER 100 LEVEL**

### **MAC 111: Introduction to Mass Communication**

This course is an overview of modes of communication evolved and used by human beings from preliterate to literate societies. Functions and limitations of these modes will be examined. Significance of advances made in modern times in both verbal and non-verbal communication will similarly be examined. Definitions of what or what contemporary communication entails will be examined.

### **MAC 131: History of the Nigerian Mass Media**

Evolution and development of the mass media in Nigeria will be examined including the journalistic style, which has emerged over the years. The contributions made by the mass media to the political economy, religious and cultural life of the people will be reviewed. A Critical analysis of significant events and personalities of the Nigerian mass media, starting from the political, social and economic points of view will also be considered. The course underscores the dynamics of the mass media in Nigeria and their institutional role.

### **\*MAC 151: Basic Mass Communication Skills**

Explored basic concepts in communication as these relate to listening, reading and written communication. The course examines information gathering and processing from the standpoint of listeners, readers, speakers and writers. The success or failure in developing receptive and expressive communication as well as instructional communication is considered.

### **MAC 141: Writing for the Mass Media**

Practice in writing for the mass media with emphases on development of the journalist style, proficiency in grammar and use of language. The visual image and the spoken and written word as relate to one another will be examined.

### **MAC132: African Communication System**

The course traces the dominant modes of communication used in traditional African society, the various instruments, relevance in modern society and its application for development.

## **SECOND SEMESTER 100 LEVEL**

### **MAC122: Introduction to Photojournalism**

The course introduces students to the concept of photography, various types of photographs and their use in journalism. An introductory study of technical and aesthetic qualities of photographs, and how they affect editorial decisions concerning the use of picture in publications, is the main focus of this course. Practical work in layout and design and other duties of a media picture editor are also included.

### **MAC152: Introduction to Public Relations**

The course introduces the student to the basic concept of public relations, the application of planned and sustained programme of communications between an organization and those audiences essential to its success. The student will be made to understand public relations are a dynamic process that involves continuous attention to a host of related factors. It is about a planned effort or management function, and the relationship between an organization and its publics, as well as evaluation of public attitudes and opinions. Employing communication to manage and change the environment.

### **MAC112: Basic Techniques for Radio/TV.**

An introductory course that emphasizes the basic techniques in radio and television production will be given. The course covers the nature of audio and video production skills. This course introduces students to the basic skills in production of news and programmes in the electronic media, attention will be given to use of equipment and writing for radio and television (electronic media).

### **\*MAC 124: Introduction to Advertising**

This is about a general review of the fundamental principles and tenets of the advertising, as well as types of advertising, criticism against advertising and its place in society.



## **FIRST SEMESTER – 200 LEVEL**

### **MAC 231: Introduction to Mass Communication Research**

As introduction to the principles of research and the writings of communications scholars, students are exposed to different methods of communication research; scientific methods, formulation of research problems and research proposition information and data collection, documentation and organization of research. These are applied to specific individual student's project from conception of research projects, use of primary and secondary sources, preparation of bibliography as well as the fundamentals of scholarly writing.

### **MAC 241: Integrated Marketing Communications**

The course explores the concept of Integrated Marketing Communications (IMC), essentially, it appraises triadic relationship of product marketing, public relations and advertising with a view to articulate a central communication message for the product, the public promoters of the product. Efforts will be made to teach marketing, marketing research and theories relating to the consumer. The art and science of marketing will be reviewed as the bases for determining the need and type of communication solution, which can effectively deal with marketing problems in different situations.

### **MAC 251: Fundamentals of Speech Communication,**

This course introduces students to different forms of oral communication; it covers skills and basic techniques of speech communication with emphasis on phonetics and indeed drills of voice speech, the mechanisms of speech and hearing, elements of speech communication, as well as planning and presenting oral communication. Fundamentals of voicing and the neuter of speech will review performance techniques with regard to the microphone and the camera, as well as of performance types; the actors and straight announcer, the disc jockey, the news reporter, the interviewer, in the various roles will be given.

### **MAC 261: Editing and Graphics of Communication**

Students are taught how to write and edit copy in a style appropriate to the news media. Emphasis is placed on the preparation of articles and photographs in photo-editing for newspaper publication. Editing symbols and not proofreaders symbols will be used in this case.

### **MAC 211: News Writing and Reporting**

This is practical course designed to enable students to become proficient in preparing publishable copy under deadline. Students are assigned beats, primarily on campus to develop stories for publication and are encouraged to submit outstanding articles to the metropolitan news media.

### **MAC 221: Theories of Mass Communication**

This course examines the major theories of Mass Communication. It analyses the processes of communication paying particular attention to the production of messages, their distribution, gate keeping, characteristics and constraints of the media channel in the communication process and issues relating to the functioning of audiences. Consideration is given to the development of mass communication theory as a body of ideals, the political economy of mass communication and contemporary perspectives involving cultural students and structural analyses.

### **\*MAC 121: Information and Communication Technology**

ICT is a modern form of communication which encompasses the use of modern equipment and processing techniques to achieve faster, easier, high quality in sight and sound. The course covers practical aspects of the internet and allied perspectives, history, how it works, benefits and problems. Computer literacy/computer assisted programmes -the development of information technology, telecommunications, (GSM) Communication Satellite, Direct Broadcast Satellite, Teleconferencing, and paging system. It includes 30 minutes practical up to five times in a semester per student.

### **MAC 142: Introduction to Book Publishing and Manuscript Editing**

An examination of book publishing as a cultural activity and as a business, and the environment of book publishing will be considered. This will include book publishing as a mass industry; division of the industry. The will also include a look at the publishing process; typesetting

methods; planning the layout and designing the form and size of the book, as well as intensive instruction in copy editing and preparation of “Mock” manuscript for publication.

## **SECOND SEMESTER – 200 LEVEL**

### **MAC212: Consumer and Public Affairs**

Critical examination of the structure, internal dynamics and functions of the news and current/public affairs divisions of broadcasting organizations is considered in this course. Interpretative reporting of government, public institutions and agencies, as well as the production of current/public affairs discussions programmes, news magazines and documentaries. It also takes the student through the dynamics of the consumer in terms of structure, right and segmentation.

### **MAC 222: Fundamentals of Media Relations**

This course is about the ways and means of establishing and maintaining rapport and credibility with media gatekeepers. It also examines issues of relationship management, stakeholders, customer relations and crisis management.

### **MAC 232: Introduction to Film Production**

This course introduces the student to the techniques of film production, from scripting to screen play and the actual production. Students are required to learn the basics of lighting, camera movement and shots.

### **MAC 242: Rural Community Newspaper/Rural Broadcasting**

Writing, editing and publishing weekly or regular newspaper for the rural community, small municipalities and urban neighborhood what this entails. The course also means content analysis, readership research and business and management procedures. It also takes a look at community broadcasting and the issues associated with it.

### **MAC 252: Advanced and Specialized Reporting**

Advanced instructions and practice in writing news stories, with emphasis on investigative and other in-depth reporting techniques are considered. To cover reporting specialized subjects such as agriculture, medicine, religion, sports, crime, the arts and the like; expose students to literature as well as outstanding examples of reporting of these issues.

### **FIRST SEMESTER – 300 LEVEL**

#### **MAC 311: Communication Law**

Study of the legal framework within which mass philosophy affects the mass media, the development and constitutional growth of freedom of expression in Nigeria, the privileges and restraints affecting the mass media libel, sedition, privacy, contempt, obscenity, copyright and government regulation etc. ethical responsibility of individuals, groups and organizations engaged in message instruction, transmission of conception particularly in the field of news and public affairs.

#### **MAC 321: Communication Research**

Students are introduced to data analysis techniques, particularly the use of tables, graphs and the measures of central tendency. They are taught how to present and interpret data, using these techniques.

#### **MAC 331: Magazine/ Newspaper Production**

This is intensive practical course in which students produce a (periodical) newspaper and magazine. The entire production process is taken care of by students who write, collect, edit and prepare material for the publication as well as take part in layout, design and other production activities. This covers the entire academic generating process, marketing concepts, budgeting and cost-saving strategies. This is a course requirement of working in the print media.

#### **MAC 341: Advanced Film Production**

The emphasis is on film shooting using different millimeter or film gauges, film slides and video production on a location. It encompasses issues about treatment, lighting, sound etc. and the basics in film editing or post production.

**MAC 314: Broadcast Programmes Writing and Production**

Comprehensive analysis of the writing process as it pertains to evaluation of television scripts, and production of talk, interview, discussion and magazine programmes. Intense broadcast writing exercise; the different types of audiences, audience rating and how programmes can be designed to suit them, are all part of this course.

**MAC 361: Public Relations and Advertising Research**

This course is about the application of quantitative research methodologies in the context of public relations and advertising. Emphasis will be placed on budget, copy and media research.

**MAC 371: Communication for Development**

The course takes a look at the use of mass media in development plans. It examines the overview of significant perspectives, theories and practice of communication in national development from the post- world war to the present time. Selected models are taken from communication and development campaigns in Asia, Latin America and Africa. A thorough examination of communication development plans in Nigeria is undertaken. The course also considers emerging perspectives and the development of alternative strategies based on the socio-cultural and economic conditions of the Nigerian society.

**MAC 351: Advertising Copy writing and media planning**

This course deals with the theory and practice of writing effective advertising message, for print and broadcast media. The creative application of consumer and market surveys, copy testing methods, advertising readership studies. The preparation of advertising media plan; analysis of the various media terms of target audience reached and the frequency reached. There should also be consideration of other crucial factors in matching media with markets.

**MAC 318 (E): Health and Population Communication**

Health communication and its roles in disease prevention and control; methodologies for health communication for behavioural change and adoption of new method of disease control and prevention, adequate awareness creation, ample mobilization of the society to adopt and adapt

and critical and primary health care approaches. All arms of the media, electronic, print and other allied media are use for health communication.

**MAC 319 (E): International Public Relations/Multinational Advertising**

Analysis of trends, issues and problems confronting public relations department in multinational corporations and other organizations involved in international trade and business. The concept review the various types of international advertising and the considerations of what you consider in producing multinational advertising.

**MAC 310 (E): Film Criticism.**

The course takes students across the rudiments of film appreciation, evaluation and film viewing. Here critical analysis of popular and feature films based on major cinematographic principles and criteria such as plot, characterization, special effects and thematic appeals will be the driving force.

**SECOND SEMESTER:**

**MAC: 320 Industrial Attachments (SIWES)**

Student undertakes a compulsory six months industrial attachment to organizations that can deepen their knowledge of communication practice. Students are expected to submit a written report which must be peer reviewed by way of grading.

**FIRST SEMESTER – 400 LEVEL**

**MAC 411: Mass Media and Society**

This course will examine the mass media as social institution with particular attention to pertinent sociological concepts, themes and problems, the role and relationship of the mass media vis-à-vis major social institutions. Focus on the sociology and professionalism of mass media communication, mass media dependency; internal dynamics and control of mass media organizations and mass communication politics is investigated. The role of communication in development is also critically examined.

**MAC 421: Documentary Film Production**

This course handles the pre-requisite for film and video editing. A survey of the evolution and pioneers of the documentary film will be taken, as well as analysis of the creative, political, anthropological and journalistic environment of the documentary. The design, pre-production planning, intensive fieldwork, production and subsequent evaluation of individual documentary projects will also be considered.

**MAC 431 Editorial/Critical Writing**

Writing, analyzing and marketing factual articles for newspaper, general and specialized magazines are part of the concerns in this course. This is subject to research investigation of editorial needs, ethical and legal problems and manuscript preparation. The course further exposes the student to the concept of feature writing, the treatment of features, writing styles. A vivid understanding of communication criticism, approaches, making critical claim, preview and review writing amongst others should occupy the students. Intensive work in the theory and practice of writing editorials and columns based on opinion with particular emphasis on analysis and interpretation of events.

**MAC 441: Media Management**

Basic management and economic theory and application of theory to the management process in the media business. This is the analysis of the nature and process of management and organization; with particular reference to broadcasting organization and their settings. Consideration of the primary operations of radio and television stations networks, particularly, programmes and personnel and the skills required to manage them in the interest of society. The same applies to newspapers, magazines, publishing houses.

**MAC 451: Trends in Modern Communication**

The course surveys the changing nature of communication and the influence of new media technologies. It reviews the different brands of journalism now emerging as a result of technologies, brands such as online journalism, citizen journalism amongst others. It further examines the social media and its place in the different spheres of communication.

**MAC 461 (E): Community Relations**

Students shall be taken on the basics of community relations, stakeholders' relations, corporate social responsibility. Developing appropriate strategies for community relations effort

**\*MAC 416 (E): Organization and Management of Advertising and Public Relations Agencies**

This course deals with the establishment of effective guidelines for starting an enterprise in advertising or public relations. This also entails the organization and management of the various departments of a full service agency.

**\*MAC 417 (E): Book publishing and the law**

An in-depth study of those aspects of the law relating to book publishing, with emphasis on libel, copyright, national security, privacy, etc. attention is given to ethical considerations.

**\*MAC 418 (E): Advanced Radio/TV Production**

This course provides an intensive practical experience, which emphasizes professional independence and creativity of the students. Students will create and produce radio magazine programmes, radio/tv dramas, and Radio/TV documentaries. In addition, students will undertake the production of sound effects and multi-track recording. This is a highly intensive practical course, which is aimed at synthesizing precisely acquired television production skills. The course emphasizes professional accomplishment, technical proficiency and visual creativity. Students are expected to master aspects of visual language, production techniques, editing and production planning as well as developing a thorough understanding of the functional responsibilities of the television producer/director. Students will produce extended programmes such as television, drama and documentary.

**\*MAC419 (E): Advanced/Investigative Reporting**

This course is about advanced instruction and practice in writing news stories; with emphasis on investigative and other comprehensive reporting techniques.



## **SECOND SEMESTER**

### **MAC 412: International Communication**

This course is an overview of the world's press system. The focus will be on the unidirectional flow of information between the industrialized and third world nations; how ideology, culture, economy and international market structures all contribute either in hindering or advancing international flow of news among nations. The scope, characteristics, peculiarities and current issues in international communication will be exhaustively treated so as to acquaint the students with a thorough knowledge of the politics and manipulative nature of international communication.

### **\*MAC 422: Ethics and Issues in Media Practices**

The course will introduce students to the ethical and moral standards applicable to the mass media, as well as ethical responsibilities of the individual and public affairs. It also examines the theories of ethics, branches of ethics and the different codes; APCON, NUJ, AND NIPR CODES. It also Surveys the critical, perennial and contemporary matters that generate debate and controversy in broadcasting, such as sex violence, foreign programmes and cultural domination, political and economic control of news. Through study of one or two issues, with particularly reference to Nigerian Broadcasting, review of research studies pertaining to the issues and consideration of the role of research in broadcasting and other media of communication.