



# SCHOOL OF COMMUNICATION [LASUSOC] B.SC COMMUNICATIONS

## I. SECTION 3: PHILOSOPHY

In appreciation of the current global trend as it relates to the critical role of Mass Communication in society, Lagos State University School of Communication has the major philosophy of producing high calibre graduates who have the requisite knowledge and skills to occupy various positions in the media industry, media training institutions, and information agencies of both government and private sector organisations as well as international institutions.

## II SECTION 4: AIMS/OBJECTIVES

To expose students to the fundamentals of true-life meaning, especially the axiological sense of inquiry as it relate to communication in all its ramifications.

To train students and media personnel who can function effectively in different areas of Mass Communication such as Journalism. Public Relations & Advertising and Broadcasting.

3. To train and equip students with knowledge and skills for handling current technologies in the Communication and Media Industry.

To empower students to be self reliant and of service to the nation.

## III SECTION 6: ADMISSION REQUIREMENTS

Students may be admitted to the degree programmes at LASUSOC either through Direct Entry (DE) or the Universities Matriculations Examinations (UME)

### Direct Entry Requirements

1. Candidates for admission through DE must possess:

Two A Level passes in Arts or Social Sciences subjects; OR Higher National Diploma (HND) certificate with a minimum of Lower Credit in Mass Communication, Theatre Arts, Yoruba Communication Arts and other Diploma from accredited Universities provided candidates satisfy the UME requirements.

Universities Matriculation Examinations (UME) SSCE/GCE/NECO Five credits pass to include English Language, Mathematics, Literature in English, and any other subjects from Arts, Social Sciences and Sciences.

### Graduation Requirements

To graduate, students must pass a prescribed minimum number of units as the University may regulate from time to time. Without prejudice to the above, students shall pass a minimum of 108 units from both compulsory (c) and elective (E) courses in the school for a three-year (Full-Time) programme, or a four - year part-Time programme; or pass 144 units for a four-year full-time programme, or for a five year Part-Time programme.

## 100 LEVEL COURSES

### 1<sup>st</sup> Semester

MAC 101	Introduction to Mass Communication I	C	2 Units
MAC 103	Writing for Mass Media I	C	2 Units
MAC 105	African Communication Systems I	C	2 Units
MAC 107	History of Nigerian Mass Media	C	2 Units
GNS 101	Use of Library	C	2 Units
MAT 103	Mathematics for Management & Soc. Sciences I	C	3 Units
ENG 103	Practical Spoken English	C	2 Units

### Language courses [take 2 units]

YCA 103	Use of Yoruba	E	2 Units
ALL 101	Arabic Conversation	E	2 Units



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FRE 107 French Reading & Comprehension	E	2 Units
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### Social Sciences courses [take 2 units]

ECO 101 Principles of Economics I	E	2 Units
SOC 101 Introduction to Sociology I	E	2 Units
POL 101 Introduction to Political Science	E	2 Units

### Arts courses [take 2 units]

PHL 107 Critical Thinking	E	2 Units
PHL 111 Philosophy & Society	E	2 Units

## 100 LEVEL COURSES

### 2<sup>nd</sup> Semester

MAC 102 Introduction to Mass Communication II	C	2 Units
MAC 104 Writing for Mass Media II	C	2 Units
MAC 106 African Communication System II	C	2 Units
MAC 108 Computer Appreciation	C	2 Units
GNS 102 Use of English	C	2 Units

### Language courses[take 2 units]

ENG 104 English Composition	E	2 Units
YCA 102 Use of Yoruba II	E	2 Units
ALL 102 Arabic Conversation II	E	2 Units
FRE 108 French Reading and Comprehension II	E	2 Units

### Social Sciences courses [take 2 units]

ECO 102 Principles of Economics II	E	2 Units
SOC 102 Introduction to Sociology II	E	2 Units
POL 102 Introduction to Political Science II	E	2 Units

### Arts courses [take 4 units]

PHL 108 Problems of Knowledge	E	2 Units
THA 112 Stage & Production Management	E	2 Units
MUS 106 African Music & Society	E	2 Units
MAT 105 Statistics for Management & Social Sciences I	C	2 Units

## 200 LEVEL COURSES

### 1<sup>st</sup> Semester

JIL 105 General Principles of Law I	C	2 Units
MAC 201 Foundation of Broadcasting	C	2 Units
MAC 203 Fundamentals of Reporting I	C	2 Units
MAC 207 Introduction to Information Technology	C	2 Units
MAC 213 Principles of Public Relations	C	2 Units
GNS 201 Lagos & its Environs	C	2 Units

### Electives courses [take 2 units]

Arts		
HIS 107 Introduction to International Relations	E	2 Units
HIS 105 Nigeria From 1000 -1810AD	E	2 Units
THA 101 Introduction to Drama & Theatre	E	2 Units

### Electives courses [take 2 units]

ENG 203 English Composition II	E	2 Units
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YCA 213 Listening & Comprehensive Skills	E	2 Units
YCA 215 News writing and Reporting in Yoruba	E	2 Units

### 200 LEVEL COURSES

#### 2<sup>nd</sup> Semester

MAC 202 Theories of Mass Communication	C	2 Units
MAC 204 Introductions to Book Publishing	C	2 Units
MAC 210 Specialized Writing I	C	2 Units
MAC 212 Introduction to Film, Cinema & Literature	C	2 Units
GNS 202 Man & His Environment	C	2 Units
MAC 214 Introduction to Advertising	C	2 Units

#### Arts Courses [ take 2 units]

YOR 214 News gathering & Reporting in Yoruba	E	2 Units
ENG 204 Practical Spoken English	E	2 Units
PHI 208 Aesthetics		

Specialization Electives: Choose any two from one of the three areas of specialization. [4 units]

#### JOURNALISM

MAC 216 Popular (Print) Media	E	2 Units
MAC 218 Introduction to Human Communication	E	2 Units

#### PUBLIC RELATIONS & ADVERTISING

MAC 220 Marketing Foundation for PR & Advertising	E	2 Units
MAC 222 Advertising Media Planning	E	2 Units

#### BROADCASTING

MAC 244 Rural and Community Broadcasting	E	2 Units
MAC 226 Radio/TV Script Writing	E	2 Units
MAC 209 Feature Writing	E	2 Units

### 300 LEVEL

#### 1<sup>st</sup> Semester

MAC 205 Foundation of Communication Research I	C	2 Units
MAC 211 Critical Reporting	C	2 Units
MAC 215 Introduction to Photo Journalism	C	3 Units
MAC 303 Issues in Nigeria Mass Media History	C	2 Units
MAC 313 Fundamentals of Marketing	C	2 Units
GNS 301 Philosophy & Logic	C	2 Units

#### Social Sciences

PSY 211 Social Psychology	E	2 Units
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Specialization Electives: Choose any two from one of the three areas of specialization. [4 units]

#### (a) JOURNALISM

MAC 319 Photo Journalism Management	E	2 Units
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#### (b) PUBLIC RELATIONS & ADVERTISING

MAC 321 Community Relations	E	2 Units
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#### (c) BROADCASTING

MAC 327 Broadcasting Production I	E	2 Units
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### 300 LEVEL

#### 2<sup>nd</sup> Semester

MAC 206	News Writing & Reporting	C	3 Units
MAC 208	Editing & Graphics of Communication	C	3 Units
MAC 304	Media and Society	C	2 Units
MAC 310	Broadcast Programming Techniques	R	2 Units
MAC 398	Media Attachment	C	2 Units
GNS 302	Man & Science	C	2 Units

Specialization Electives: Choose any two from one of the three areas of specialization.  
[4 units]

#### (a) JOURNALISM

MAC 316	Book Publishing Management	E	2 Units
MAC 318	Population Communication	E	2 Units

#### (b) PUBLIC RELATIONS & ADVERTISING

MAC 322	Financial Public Relations	E	2 Units
MAC 324	International Public Relations	E	2 Units

#### (c) BROADCASTING

MAC 328	Film & Video Production	E	2 Units
MAC 330	Broadcasting Production II	E	2 Units
MAC 309	Editorial Writing	C	2 Units

### 400 LEVEL

#### 1<sup>st</sup> Semester

MAC 301	International Communication I	C	2 Units
MAC 305	Foundation of Comm. Research II	C	2 Units
MAC 307	Specialized Reporting II	C	2 Units
MAC 311	Newspaper & Magazine Production	C	3 Units
MAC 315	Interpretative and Investigative Reporting	C	2 Units
MAC 405	Educational Broadcasting	C	2 Units
MAC 497	Media Attachment II	C	2 Units

Specialization Electives: Choose any two from one of the three areas of specialization.  
[4 units]

#### (a) JOURNALISM

MAC 317	On -Line Journalism	E	2 Units
MAC 411	Topical Issues in Journalism	E	2 Units

#### (b) PUBLIC RELATIONS & ADVERTISING

MAC 323	Public Relations & Advertising Research	E	2 Units
MAC 325	Marketing Communication Management	E	2 Units
MAC 415	Brand Management	E	2 Units

#### (c) BROADCASTING

MAC 329	Community Broadcasting & Advocacy	E	2 Units
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### 400 LEVEL

#### 2<sup>nd</sup> Semester

MAC 302	International Communication II	C	2 Units
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MAC 306 Media Management	C	2 Units
MAC 308 Photo Editing	E	2 Units
MAC 312 Foreign Correspondence	E	2 Units
MAC 314 Community Journalism	E	2 Units
MAC 406 Issues in Broadcasting	C	2 Units
MAC 412 Communication & Crisis Management	C	2 Units

21 Units

Specialization Electives: Choose any two from one of the three areas of specialization.  
[4 units]

### (a) JOURNALISM

MAC 414 Press & Governance	E	2 Units
MAC 416 Comparative Mass Media System	E	2 Units

### (b) PUBLIC RELATIONS & ADVERTISING

MAC 418 Case Studies in PR & Advertising	E	2 Units
MAC 420 Consumer Affairs	E	2 Units

### (c) BROADCASTING

MAC 422 Broadcast & Democracy	E	2 Units
MAC 424 Special Project in Broadcast Production	E	2 Units

## 500 LEVEL

### 1<sup>st</sup> Semester

MAC 451 Media Law	C	2 Units
MAC 403 Data Analysis in Communication	C	2 Units
MAC 407 Economic & Social Issues in Public Relations & Advertising	C	2 Units
MAC 409 Broadcast Station Management & Operations	C	2 Units
MAC 499 Research Project	C	3 Units

## 500 LEVEL

### 2<sup>nd</sup> Semester

MAC 402 Media Ethics	C	2 Units
MAC 404 Communication for Development	C	2 Units
MAC 408 Drama & Documentary Production	C	2 Units
MAC 410 Behavioural Change Communication	C	2 Units
MAC 498 Research Project	C	3 Units

Electives Students are advised to select elective courses in departments other than theirs to make a minimum of 16 units.

### (a) JOURNALISM

MAC 413 Current Trends in Photojournalism	E	2 Units
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### (b) PUBLIC RELATIONS & ADVERTISING

MAC 417 Advertising Campaign Planning and Execution	E	2 Units
MAC 421 PR Campaign Planning and Execution	E	2 Units

### (c) BROADCASTING

MAC 419 Broadcast & Film Policy and Regulation	E	2 Units
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## COURSE DESCRIPTION



**1. MAC 101: INTRODUCTION TO MASS COMMUNICATION I (2 Units) C**

The course aims at introducing students to the fundamentals of mass communication. It includes structure and functions of mass communication media, forms of mass communication – newspapers magazines, radio, television, book publishing, public relations, advertising, photojournalism, and computer mediated communication

**Course Outline**

Nature of Mass communication - Definitions and models of Mass Communication  
Types of Communication  
Communication Process  
Overview of the Mass Media Industry  
Newspapers  
Magazines  
Books  
Radio  
Television  
Internet

**2. MAC 102 INTRODUCTION TO MASS COMMUNICATION II (2 Units) C**

The course will discuss media literacy, creation, distribution and exhibition of mass media content; as well as strengths, weaknesses, rights and responsibilities of each medium. In addition it shall discuss basics of human communication and new technologies in mass communication.

**Course Outline**

The concept of media literacy  
Public Relations  
Advertising  
Home video, Film and Cinema  
Overview of Human communication  
Media Technologies  
Media research  
Challenges to the mass media industry

**3. MAC 103: WRITING FOR THE MASS MEDIA I (2 Units) C**

The course will discuss the basics of writing for print and broadcast. Students will learn writing formats for newspapers, magazines, radio and television as well as for on-line journalism.

**Course Outline**

1. The writing process
2. The inverted Pyramid and other types
3. Writing the Lead-types of Lead
4. Writing Newspaper stories
5. Writing for magazines
6. Features Writing
7. Writing for radio
8. Writing for television
9. Writing for on-line journalism-blogging, etc.
10. Ethics of mass media writing

**4. MAC 104: WRITING FOR THE MASS MEDIA II (2 Units) C**

The course will discuss the basics of advertising copy writing and the essentials of public relations writing.

**Course Outline**

Section A                      Public Relations

1. Writing the news release
2. Advertorial
3. Press Statements
4. Fact sheets
5. Backgrounder
6. Speech Writing
7. Rejoinder, letter to the editor etc.



Section B                      Advertising

8. Advertising copy writing - newspaper advertisement
9. Advertising copy writing - radio/television commercials
10. Writing sales promotional materials
11. Writing for outdoor media
12. Internet Advertising

**5. MAC 105: AFRICAN COMMUNICATION SYSTEMS I (2 Units) C**

This course exams African Communication systems in its historical and sociological contexts. The emphasis is on the traditional African communication processes and structures with specific focus on Africa and its diverse peoples. The students are expected to learn about the origin, growth and development of traditional communication systems of various ethnic groups such as the Ashantis of Ghana, the Wollofs of Senegal, the Kikuyus of Kenya and so on.

**Course Outline**

1. An overview of the African communication system
2. African communication system in historical context
3. Components of the African Communication system
4. Relevant mass communication theories and their applications to African communication system
5. Symbolism in African communication system
6. A survey of major trends in African communication systems in selected African countries
7. Strength and weaknesses of African communication system

**6. MAC 106: AFRICAN COMMUNICATION SYSTEMS II (2 Units) C**

The course is a follow up to MAC 105 with emphasis on the origin, growth and development of African Communication Systems with specific focus on Nigeria and its ethnic groups. It shall discuss the potentials for integration into contemporary communication system.

**Course Outline**

1. African communication system the Nigerian perspective
2. The Ethnic composition of Nigeria, and indigenous communication systems
3. Comparative study of indigenous communication in Nigeria
4. Religion and Indigenous communication in Nigeria
5. Scholars of African communication system and their contributions
6. African communication system and the challenge of development

**7. MAC 107: HISTORY OF NIGERIAN MASS MEDIA (2 Units) C**

The course traces the major periods and trends in the historical development of the mass media in Nigeria. It provides an overview of the history of the mass media and their adjuncts.

**Course Outline**

1. Introduction
2. Historical Origin and development of newspaper and Magazines in Nigeria
3. Historical origin and development of book publishing in Nigeria
4. History and development of radio in Nigeria
5. History and development of television in Nigeria
6. History and development of film and cinema in Nigeria
7. The Home video industry in Nigeria
8. History and development of Telecommunications in Nigeria
9. New media and media convergence in Nigeria
10. Major scholars and personalities n the Nigeria media

**8. MAC 108: COMPUTER APPRECIATION (2 Units) C**

The course will equip students with basic typing skills using the 'typing tutor' tutorial. It is aimed at giving them typing speed and accuracy that would prepare them for their various assignments in other courses. At the end of the course, students are expected to be able to type their assignments.

**Course Outline**

1. Understanding the computer system



2. Historical development of computer systems
3. Computer Hardware: input devices
4. Computer Hardware: output devices
5. Computer Hardware: Processing devices
6. Software: operational
7. Software: Applications
8. Multi-media operations
9. Mastering the use of the keyboard

#### ECO 101 - Principles of Economics I

This course introduces students to the basic concepts in the field of economics

##### Course Outline

1. The basic problem of scarcity and choice
2. The methodology of Economics Science
3. The general principle of resource - allocation
4. The concept of optimally and equally in equilibrium/disequilibrium
5. Macroeconomics versus microeconomics

#### **MAT 103 Mathematics for Management and Social Sciences**

1. Mathematical concepts in Social Sciences
2. Set Theory
3. Factors and Exponents
4. Logarithms
5. Trigonometry
6. Equation, function and Progression
7. Co-ordinate Geometry
8. Trigonometric functions and their inverse inequalities
9. Permutation and combinations
10. Introduction to statistics

#### **MAT 105 – Statistics for Social and Management Sciences 1 –**

**(2 Units C)**

##### Course Outline

The meaning of statistics  
Methodology of statistics  
Sources of Data  
Methods of Data  
Frequency Distribution  
Presentation of Data  
Measures of Central Tendency  
Analysis of measures of central tendency  
Elementary probability theory

#### **9. MAC 201: FOUNDATIONS OF BROADCASTING**

**(2 Units) C**

The objective of the course is to provide students with an overview of radio and television broadcasting. It will examine the conditions, structure and people that make broadcasting possible and survey the diverse environment of broadcasting in Nigeria.

##### Course Outline

1. Basic concepts broadcast transmission
2. The broadcast industry in Nigeria
3. Broadcast organization and structure - Radio
4. Broadcast organization and structure - television
5. Broadcast equipment - radio
6. Broadcast equipment -Television
7. Broadcast organisation Personnel - television
8. Broadcast organisation Personnel - radio and television
9. Broadcast policy and regulation in Nigeria
10. New Broadcast Technologies - Web casting, Prod casting etc.



**10. MAC 202: THEORIES OF MASS COMMUNICATION**

**(2 Units) C**

This course will analyze major theories and models of the nature, uses and effects of mass communication. The relationship between theory and research and their relevance to communication practice will be emphasized.

**Course Outline**

1. Introduction - definition of theory, model, and approaches
2. Normative theories of mass communication
3. Working theories of mass communication
4. Social scientific theories of mass communication
5. Effects theories in mass communication
6. Audience theories in mass communication
7. Critical and cultural theories of mass communication
8. Relationship between theory and research and their relevance to practice

**11. MAC 203: FUNDAMENTALS OF REPORTING**

**(2 Units) C**

The course will discuss the basic mechanics of news writing and reporting. It will also offer hands-on instruction in information gathering, organization and writing for print and electronic media. Students will be expected to engage in extensive writing of news stories.

**Course Outline**

1. Introduction - Definitions of news
2. Determinant of news
3. Rudiments of news
4. News gathering techniques
5. Sources of news
6. Qualities of a news reporter
7. Organization and structure of the newsroom
8. News writing techniques - inverted pyramid. 5 Ws and H
9. Broadcast news writing and reporting: radio
10. news writing and reporting: television

**12. MAC 204: INTRODUCTION TO BOOK PUBLISHING**

**(2 Units) C**

The course is designed as a basic economics and business of book publishing. It will examine the structure, organization and management, and operations of book publishing firms in Nigeria as well as current developments in book publishing at the international level.

**Course Outline**

1. Introduction: origin of books
2. Definition and types of books
3. History of book publishing in Nigeria
4. Economics of book publishing
5. Book Editing
6. Book Production techniques
7. Book promotion, marketing and distribution
8. Specialized Book Publishing
9. Major publishing houses in Nigeria
10. New techniques in book publishing

**13. MAC 205: FOUNDATIONS OF COMMUNICATION RESEARCH I**

**(2**

**Units) C**

This course is aimed at introducing students to basic concept and process of communication research. It will expose students to the techniques of survey, content analysis, historiography, case study and other qualitative methods to collect analyze and interpret data and prepare research report.

**Course Outline**

1. The nature of scientific research, the research process
2. Qualities of good researcher
3. Quantitative techniques in mass communication research
4. Qualitative techniques in mass communication research



5. Research methods in communication - survey
6. Research methods in communication - content analysis
7. Research methods in communication - Historical analysis
8. Case studies in communication research
9. Ethnography, semiotics and other qualitative approaches
10. Ethics of research

**14. MAC 206: NEWS WRITING AND REPORTING (3 Units) C**

This is a practical, skill-based course designed to enable students become proficient reporters and writers of news stories. Students are expected to learn to prepare publishable news stories under deadline. The course examines: principles of news writing, modern trends in reporting and news writing, news assignment and beat. Structures of the news story and other journalistic forms and terms shall be taught.

**Course Outline**

1. Principles of news writing
2. Modern trends in news writing and reporting
3. Introduction to investigative reporting
4. Introduction to interpretative reporting
5. New assignments and beats - weekly submission of news stories from diverse beats

**15. MAC 207: INTRODUCTION TO INFORMATION TECHNOLOGY (2 Units) C**

This course is designed to equip students with knowledge about new information and communication technologies. It examines the technologies and applications of computers and communication as well as multi-media systems, data communication, Internet and the world wide web, hardware and software for production, presentation and transmission of video, voice and data; Implications, impacts and challenges of ICT on human development.

**Course Outline**

1. Understanding the information system
2. Multi media systems
3. Data communication
4. The Internet
5. Data base Management
6. Introductory telecommunications
7. Recent trends in Information Technology
8. Satellite communications
9. Careers and prospects in Information Technology

**16. MAC 208: EDITING AND GRAPHICS OF COMMUNICATION (3 Units) C**

This is a basic course designed to introduce students to the process of editing and the usage of graphics in publications and advertising. Students are expected to learn the editing process and be able to edit manuscripts for newspapers, magazines and other specialized publications as well as work with advertising layout and graphics. Students shall be exposed to design principles, as well as the mechanics of editing and graphics. The course examines: principles and practices of editing, writing headlines and captions, typography, colour and layout; use of pictures and informational graphics.

**Course Outline**

1. Definitions of Editing
2. The need for Editing
3. Qualities of a sub-editor
4. Tools of Editing
5. Editing in print media
6. Editing in Broadcast media
7. Introduction to typography
8. Layout and Designs - Advertising, PR, News papers Magazines, and books
9. Colour
10. Info graphics and Animation

**17. MAC 209: FEATURE WRITING (2 Units) C**

This course is designed to prepare students for non-fiction writing for newspapers, magazines and specialized publications.



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Students will be the elements of style, and the techniques required in the writing process and the journalistic organization and presentation of factual information. Students are expected to learn how to write on topical issues of local, national and international dimensions.

### Course Outline

1. Feature writing as non-fiction
2. Feature writing process: developing the story idea
3. Feature writing process: gathering the story materials
4. Feature writing process: writing the story, feature lead types and skills
5. Feature writing process: editing for language and style
6. Types of features
7. Selected Feature stories in News papers and Magazines
8. Feature writing exercise - 1
9. Feature writing exercise - 2
10. Feature writing exercise - 3

### **18. MAC 210: SPECIALISED REPORTING (2 Units) C**

This course is meant to equip students with skills and knowledge required to write and report professionally on such issues as public affairs, environment, agriculture, finance, population, health, HIV/AIDS and sports. It will also cover technical and scientific reporting.

### Course Outline

1. News Beats as sources of writing specialized reports
2. Sports
3. Education
4. Courts
5. Crime and Police
6. Transport
7. Public Affairs
8. Environment and Health
9. Human Rights
10. Agriculture and Natural Resources
11. Business and Economics
12. Science and Technology

### **19. MAC 211: CRITICAL WRITING (2 Units) C**

The course will discuss the techniques and approaches to critical writing and reviews in the print media. It will cover the knowledge required for gathering information and reporting review of books, films, plays, artworks and other productions.

### Course Outline

1. The nature of critical writing and reviews
2. Critical writing and review - books
3. Critical writing and review - films, video and theatre
4. Critical writing and review art works and other

### **20. MAC 212: INTRODUCTION TO FILM, CINEMA AND LITERATURE (2 Units) C**

This course is an introduction to film theory and practice. The students shall be taught the fundamentals of film theory as well as the techniques of film making within the historical context and special focus on Nigeria. The student shall be introduced to the interface of film, cinema and literature.

### Course Outline

1. History of Film and cinematography
2. Introduction to film theories
3. Film making - pre-production
4. Film making - shooting and other production/techniques
5. Film making - post production
6. Film Anunation
7. Film distribution and marketing
8. Trends in Film making
9. Notable films makers in Nigeria



10. Challenges to the Film Industry in Nigeria
11. Film, and Cinema Management

**21. MAC 213: PRINCIPLES OF PUBLIC RELATIONS (2 Units) C**

The course is designed to acquaint students with the conceptual definitions and the nature, roles, strengths and problems of public relations. The course covers a basic introduction of public relations the philosophies underlying public relations practices as a communication process; a treatment of the channels of public relations such as newspapers, magazines, radio and television, cinema, music art, brochures etc and the characteristics of such channels; characteristics of the audiences of public relations; the relationship between public relations, publicity and propaganda. Students are to be engaged in practical PR activities including visiting PR agencies.

**Course Outline**

1. Introduction - definitions and basic concepts in Public Relations
2. Historical development of Public Relations - International perspective
3. History and development of Public Relations in Nigeria
4. Community Relations
6. Government Relations
7. International Public Relations
8. Financial Public Relations
9. PR for non-profit organisations
10. PR, Publicity and Propaganda
11. PR Media

**22. MAC 214: INTRODUCTION TO ADVERTISING (2 Units) C**

This course is designed to acquaint students with the fundamentals of advertising with particular reference to the relevant concepts, the practice, the profession, socioeconomic benefits and the criticisms of advertising.

**Course Outline**

1. Introduction - definitions and basic concepts in Advertising
2. Historical development of Advertising - International perspective
3. History and development of Advertising in Nigeria
4. The Advertiser - Branding and Brand Management
5. The Agency
6. The Advertising Media
7. Writing Advertising copy - print
8. Writing Advertising copy - Broadcast
9. Introduction to selected advertising theories
10. Types of Advertising

**23. MAC 215: INTRODUCTION TO PHOTOJOURNALISM (3 units) C**

Brief History of Photo Journalism; the Cameras and Related Accessories; Types of Films; Picture Story Assignment; Practical Sessions on Camera Uses; Exposure Decisions on Location; Types of Shots – close up (CU), medium shot (MS), long shot (LS), very close up (VCU) photo captions.

**Course Outline**

1. Historical development of photography and photojournalism
2. The camera and related accessories
3. Types of films
4. Types of shots
5. Film processing and printing
6. The picture story assignment
7. Caption writing
8. Exposure techniques
9. Practical sessions - 1
10. Practical sessions - 2
11. The role of the effective Photojournalist
12. Notable Nigerian Photojournalists



**24. MAC 216: POPULAR PRINT MEDIA (2UNITS-ELECTIVE)**

The course introduces students to techniques and issues in the popular media. It links popular media to human interest journalism and highlights the uses and abuses of the genre in the Nigeria media especially in what is derogatively called “junk journalism”. Topics include history of major popular media, critique of reporting techniques, personalities in the sector, ethical and legal standards.

**Course Outline**

The concept of human interest journalism: soft - sell, Yellow journalism, Junk-journalism etc.  
Ethical issues in human interest journalism  
History of human interest publications (worldwide)  
Development of human interest or soft-sell journalism in Nigeria  
Types of human interest or soft - sell journalism  
Reporting Techniques in human interest journalism  
Case studies in human interest journalism  
Human interest journalism (newspapers)  
Human interest journalism (magazine)

**25. MAC 218: INTRO TO HUMAN COMMUNICATION (2UNITS-ELECTIVE)**

It is a foundation course in communication designed to answer such questions as how communication works, why it often fails and why it is important to study communication. It provides answers to these questions by introducing students to the terms, models and the contexts of human communication.

**Course Outline**

Introduction: basic concepts in human communication  
Intra personal communication  
Inter personal communication  
Group communication  
Organizational communication  
Public communication  
Mass communication  
Non-verbal communication  
Effective listening skills  
Questioning Techniques  
Speech making/Public Speaking

**26. MAC 220: MARKETING FOUNDATION FOR PRAD (2UNITS-ELECTIVE)**

The course is designed to acquaint the students with the marketing basics of advertising and public relations. Topics examined include- Advertising and PR as communications tools, for the promotion of products, persons, and organization or ideas. The art and science of marketing will be received as basis for determining the need and types of communication solutions, which can effectively deal with marketing problems in different situations.

**Course Outline**

1. Introduction - definition of basic terms such as markets, marketing, need, wants, etc.
2. Marketing mix
3. Promotional mix
4. Marketing theory
5. The marketing environment
6. Strategic marketing planning
7. Market segmentation
8. Market Management Process
9. The marketing campaign process
10. Marketing Practice in Nigeria

**27. MAC 222: ADVERTISING MEDIA PLANNING (2UNITS - ELECTIVE)**

The course is designed to develop in students the necessary skills in planning, buying, placement, and monitoring of advertising media. The course covers the following: overview of available media types and vehicles – their comparative strengths and weaknesses. Media planning decisions including factors in media strategy, target audience segmentation, campaign objectives, special considerations – seasonal, regional, local and International campaigns, use of media associations. BON, NPAN, OAAN, MIPAN etc; Development of Advertising Media Plans and media schedules; Legal and voluntary control of Media Buying and Placement; Media Research and selection; the Role of computers in Media Planning; and the Role of Media Independents in



Advertising Media Planning and Buying.

- Introduction - definition of terms
- Advertising media types and vehicles - comparative analysis and strengths and weaknesses
- Media Planning Process
- Media buying and placements
- Media Research/media monitoring
- Development of Advertising media plans
- Legal Aspect of media buying
- Media cost benefits analysis - economic considerations
- Computer applications in media planning
- Specialized media buying firms - media independents
- Challenges of media planning, selection, buying and placement in Nigeria

**MAC 224 RURAL AND COMMUNITY BROADCASTING (2 UNITS E)**

**Course Outline**

1. Introduction - The nature of rural and community broadcasting
2. Development communication
3. Rural/Community news writing and reporting
4. Radio/Television as social institutions
5. Rural broadcast Equipments and technologies
6. Rural broadcast programming
7. Rural broadcast production process
8. Types of rural broadcasting
9. Rural broadcast Management
10. New techniques and trends in rural broadcasting

**28. MAC 226: RADIO/TELEVISION SCRIPT WRITING (2UNITS-ELECTIVES)**

This course is designed to develop skills of writing for different genres of broadcast programming. The need to write for news, drama, talk, musical, documentary, features, and magazines and so on is emphasized as basis for a well articulated broadcast programme. The differences in writing for the sound medium and audio visual medium are emphasized. Types of script, mechanization, treatment and so on are also discussed.

**Course Outline**

**29. MAC 224: RURAL AND COMMUNITY BROADCASTING (2 UNITS-ELECTIVE)**

This course sensitizes students to the need to bring broadcasting to the grassroots. It exposes students to specific techniques germane to rural broadcasting. It integrates community development into broadcast activities and teaches self-reliance among principles of community growth.

**30. MAC 301: INTERNATIONAL COMMUNICATION I (2 UNITS) C**

The course covers world news system and information flow patterns. It will examine, among other issues, national and international news gathering agencies major issues concerning balance of news flow and diversities of news values across the globe.

**Course Outline**

- Introduction - conceptual framework
- New world information and communication order controversy
- Media and globalization
- National and International news gathering agencies
- Media pluralism
- Media imperialism/dominance
- International media campaigns
- Diversities of news values in global context

**31. MAC 302: INTERNATIONAL COMMUNICATION II (2 UNITS) C**

The course shall discuss media systems in different zones of the world-Africa, Europe, Middle-East, Asia and the Pacific, South America, etc. the role of foreign correspondents, cultural financial and economic implications of globalization.



**Course Outline**

1. Foreign correspondence
2. Media and international peace
3. UN agencies and international communication
4. International media monopoly (the big five)
5. International media - radio, television and print
6. International film and motion picture distribution and marketing
7. International book publishing
8. Global Advertising, Agencies and affiliations
9. Critical issues in international communication
10. International communication and implications for the Nigerian media

**33. MAC 303: ISSUES IN NIGERIA MASS MEDIA HISTORY (2 UNITS) C**

This is a seminar-type course that will discuss issues in the Nigerian Mass Media history. Areas to be covered include: special issues in film, newspaper, magazine, radio and television. The focus will be on historical and contemporary issues, implications and challenges of the media.

**Course Outline**

1. Professionalism in journalism
2. Journalistic objectivity debate
3. Press Freedom and responsibility
4. Media ownership and control
5. Nigerian Press Council
6. Nigerian Broadcast Commission
7. Nigerian Communications Commission
8. Nigerian Constitution and the mass media
9. Controversies about news beat Associations
10. News media technologies and its attendant Controversies

**34. MAC 304: MEDIA AND SOCIETY (2 Units) C**

The course will examine the mass media as social institutions with particular attention to pertinent sociological concepts, themes and problems, the role and relationship of the mass media vis-à-vis major social institutions. A major objective is to draw the attention of students to the sociology and professionalism of mass media and to show how communication can play a critical role in development.

**Course Outline**

Introduction to the Sociology of the media  
Evolution and land marks the media in Nigeria -  
Functions of the media in society  
Normative theories of the press  
Spiral of silence and public sphere, agenda  
Setting, printing, Framing and other relevant theories  
Media effects  
7. Media as agents of power  
8. Media as economic institutions  
Media and Culture  
Media and Politics  
Media ownership  
Media control and Regulatory Framework

**35. MAC 305: FOUNDATIONS OF COMMUNICATION RESEARCH II (2 Units) C**

This is a research project clinic which focuses more on the fundamentals of research project writing, situated within the five-chapter framework.

**Course Outline**

Writing research reports: An overview  
Preliminary pages of research projects  
Introductory chapter  
Review of the literature: Conceptual, Theoretical and empirical review  
Research Method



Data Analysis  
Discussion of Findings  
Summary, conclusions and Recommendations  
References and Bibliography  
Critical Reviews/Research papers

**36. MAC 306: MEDIA MANAGEMENT (2 units) C**

This course will examine the economic basis of newspapers and magazines business, including production cost, audience promotion and advertising revenue. It will discuss the application of economic and management principles as they relate to the media industry. Case studies will be emphasized. Topics will include history, theory and practice of management, media ownership patterns, organization of media newsrooms, leadership style and characteristics of organizations.

**Course Outline**

1. Functions and Nature of management
2. Management Theories
3. Application of management theories to media organizations
4. Managing the newspaper/magazine business
5. Managing radio stations
6. Managing television stations
7. Managing Advertising agencies
8. Managing PR consulting firms
9. Managing Book publishing firms
10. Financial management in Media organizations
11. Case studies in media management

**37. MAC 307: SPECIALIZED REPORTING II (2 Units) C**

This is follow up to MAC 210 with emphasis on field reporting activities of the students. Students are expected to select two beats from which they shall report and write weekly stories.

**Course Outline**

Students are expected to turn in news stories from selected beats for a minimum of ten weeks

**38. MAC 308: PHOTO EDITING (2 units) R**

The students are expected to learn the latest computer packages for photo editing. This is a practical course where students have hands on experience in photo editing.

**Course Outline**

1. Skills in computer scanning
2. Practical exercises in layout and Design
3. Manual cropping, sizing of photographs
4. Role of the photo editor in media organization
5. Selected exercises in photo treatment from newspapers/magazines/Advertisement Television and on-line
6. Using specialized soft wares in photo editing
7. Exercises in photo editing - 1
8. Exercises in photo editing - 2
9. Exercises in photo editing - 3
10. Exercises in photo editing - 4

**39. MAC 309: EDITORIAL WRITING (2 Units) C**

The course will examine the theory and practice of writing editorials and opinion columns with emphasis on analysis and interpretation of events. It shall also examine types, structure and purpose of editorials.

**Course Outline**

1. Introduction
2. Types of Editorials
3. Qualities of an editorial Writer
4. Purpose of the editorial
5. Structure of the editorial
6. Styles in Editorial Writing



7. The Editorial Board
8. Case studies in Editorial writing
9. Exercises in Editorial writing 1
10. Exercises in Editorial writing - 2

**40. MAC 310: BROADCAST PROGRAMMING TECHNIQUES (2Units) R**

The course is designed to call attention to programmes as products of the broadcast industry, especially because of competition in the environment. Outline here includes nature and concept of programming, types of broadcast programming and scheduling, strategies and techniques of effective programming, specialized programming, target audience, factors influencing programming, program content, sponsors and advertisers, as well as ownership patterns.

**Course Outline**

Nature and concept of programming  
Types of broadcast programming (Radio)  
Types of broadcast programming (TV)  
Programme scheduling and format (Radio)  
Programme scheduling and Format (TV)  
Audience Analysis for programming  
Programme sponsorship  
Independent producers  
Case studies in programming - Radio  
Case studies in programming - TV

**41. MAC 311: NEWSPAPER & MAGAZINE PRODUCTION (2 Units) R**

The course is aimed at teaching students the basics of newspaper and magazine production. As part of the practical, students are expected to produce one or more editions of a departmental newspaper and/or magazine. The course examines; management structure in newspaper and magazine publishing, the newspaper/magazine publishing process, economics and business of newspaper/magazine production and contemporary issues in newspaper /magazine production.

**Course Outline**

1. Overview of newspaper/magazine business
2. Organization and structure of newspaper/magazine establishment
3. Organization of the production department
4. Copy flow
5. Production Equipment and machineries
6. Economics of newspaper/magazine production:
7. Pre-press operations
8. Press operations
9. Post-press operation
10. Contemporary issues in Newspaper/magazine production
11. Field trips to newspaper/magazine establishments
12. Production of students newspaper or magazine

**42. MAC 312: FOREIGN CORRESPONDENCE (2 Units) C**

This course is designed to familiarize students with the operations of foreign correspondents. It will also highlight the principle of collection of information and writing in international media correspondence. It will also teach the skills needed as a foreign correspondent

**Course Outline**

1. Nature of International Reporting
2. The organization and structure of foreign Bureaux
3. organization and structure of foreign Bureaux
4. International news agencies
5. Foreign pages of selected Nigerian newspapers
6. Nigeria in the international media
7. Notable Nigerian Foreign correspondents
8. Case studies in foreign correspondence
9. Hazards of foreign correspondence
10. Foreign correspondent and the local culture



**44. MAC 313: FUNDAMENTALS OF MARKETING COMMUNICATIONS (2 Units) C**

This course introduces students to key marketing promotional tools including advertising, public relations, direct marketing, events marketing, and sales promotion and so on. It highlights the need for synergy in the promotional tools for marketing effectiveness.

**Course Outline**

Introduction: marketing communication mix  
Advertising  
Public Relations  
Direct Marketing  
Events marketing  
Sales promotion  
Personal selling  
Merchandizing  
Point-of-purchase display  
Promotional items  
Other aspects: Road shows, sports marketing etc.

**45. MAC 314: COMMUNITY JOURNALISM (2 Units) R**

It is designed to teach students the techniques of writing and reporting on issues and development in rural and disadvantaged communities for both community- based and national news media organizations.

**Course Outline**

1. Nature of community journalism
2. Indigenous language media
3. History of major community newspapers and magazines
4. Contributions of community newspapers magazines to development
5. Challenges of community publication
6. Legal and ethical issues in community journalism
7. Ownership and management of community publications
8. Field trips to selected community publications
9. Case studies in community journalism
10. Blogging as community journalism

**46. MAC 315: INTERPRETATIVE & INVESTIGATIVE REPORTING (2 Units) R**

The objective of the course is to teach students the importance and techniques in gathering information for interpretative/investigative news and feature stories. It discusses the techniques of interviews, researching, background, crosschecking and appropriate sense of judgment in the selection of information and facts for reports.

**Course Outline**

Definitions of Interpretative Reporting  
Types of interpretative Reporting  
Qualities of good interpretative Writing  
Interpretative report process  
Back grounding and interpretation  
Definition of investigative Reporting  
Types of investigative Reporting  
Strategies and Approaches in investigative Reporting  
Case studies in investigative/interpretative reporting  
Ethical and legal issues

**47. MAC 316: BOOK PUBLISHING MANAGEMENT (2 Units-ELECTIVE)**

The course will study the management of the book publishing process. It shall teach management principles as they apply to the book publishing industry with emphasis on the economics, and structure of the industry in Nigeria.

**Course Outline**

1. The Book Publishing Industry
2. Management principles and theories and their application to Book Publishing
3. Sourcing for Manuscript
4. Manuscript assessment and editing



5. Book Production Process
6. Book Promotion, distribution and Marketing
7. Research in book development
8. Book Publishing and the Law
9. New techniques in book publishing
10. University Press and book publishing
11. Case studies in indigenous book publishing
12. Field trips to major Book publishing firms

**48. MAC 317: ON-LINE JOURNALISM (2 Units-ELECTIVE)**

This course is designed as a practical skill-based project that will teach the students how to write and produce for the online media. The various online newspapers in Nigeria shall be examined as well as some other international online publications. Other online genres such as web-casting, online radio, and so on are expected to be taught.

**Course Outline**

1. The nature of on-line journalism
2. Types of on-line media
3. Concepts and terms in on-line journalism
4. Research techniques in on-line journalism
5. Writing the on-line news
6. Typography, layout, graphics and design in on-line journalism
7. Gate keeping and the on-line media
8. Challenges of regulation and control in on-line journalism
9. The concept of citizen-journalism
10. Web casting, Pod casting and Web Publishing
11. Streaming, web amination and blogguing

**49. MAC 318: POPULATION COMMUNICATION (2Units-ELECTIVE)**

This course is designed to study population dynamics and their impact on the society. The contributions of the field of demography and human geography to population communication and the relationship between population and the economy, environment and health of the society are expected to be taught.

**Course Outline**

Introductory demography and human geography  
Population communication  
Population dynamics - migration  
Population census in Nigeria  
Introduction - basic concepts and terms in population communication  
Population communication campaign process  
Cases in population communication campaigns in Nigeria  
Population and health  
Population and the environment  
Nigerian population policy

**50. MAC 320: NEWS AGENCY JOURNALISM (2 Units-ELECTIVES)**

This course is designed to familiarize students with the operations of news agencies. It will also highlight the principle of collection of information and writing in an agency. It will also teach the skills needed as a foreign correspondent

1. History of News Agencies - the international perspective
2. The development of News Agency journalism in Nigeria
3. Organization and structure of news agency
4. News gathering techniques in news agency journalism
5. News writing techniques in news agency journalism
6. The News Agency of Nigeria (NAN)
7. Pan African News Agency (PANA)
8. Non-Aligned News Pool
9. Selected International news agencies

**51. MAC 321: COMMUNITY RELATIONS (2 Units- ELECTIVE)**

A crucial public of any particular corporate organization is the community. An understanding of the principles and techniques of



cordial and beneficial relationship between a corporate organization and its community is required by every public relations practitioner, which justifies the need for the course. Students are exposed to the following: The concept of the community; importance of good community relations policies and programmes; objectives, principles and theories of community relations; managing community issues, concerns, conflicts and crisis; historical development of community relations practice in Nigeria and global perspectives; Corporate social responsibility; Social reporting; Social research in community relations; Evaluation of Community relations programmes; Challenges in community relations; case studies in corporate community relations programmes in Nigeria.

#### Course Outline

1. The concept of objectives and principles of community Relations
2. The publics of community Relation
3. Importance of good community Relations
4. Theories of community Relations
5. Identifying and managing community issues, concerns, conflicts and crisis
6. Historical development of community relations practice in global context
7. Historical development of community Relations in Nigeria
8. Social research in community Relations
9. Design and implementation of community Relations programmes
10. Evaluating community Relations Programmes
11. Corporate Social Responsibility and community relation
12. Challenges in community Relation
13. Case studies in Community Relations

#### **52. MAC 322: FINANCIAL PUBLIC RELATIONS (2 Units–ELECTIVE)**

The course is designed to enhance students understanding of the basics and practice of Financial Public Relations as a branch of Public Relations. The major areas include the need for, nature of and objectives of Financial Public Relations; the publics of Financial PR; scope, functions and responsibilities of the Financial PR Executive; Planning and Executing a FPR campaign. International requirements; Techniques and tools of FPR; and statutory regulations of FPR.

#### Course Outline

1. Rationale, Nature and objectives of Financial Relations
2. The publics of Financial public Relation (PR)
3. Scope, functions and Responsibilities of Financial PR practitioners
4. Planning a Financial PR Campaign
5. Executing a Financial PR campaign
6. International Requirements in Financial PR
7. Financial PR tools and techniques
8. The media of Financial PR
9. Legal, regulatory and ethical issues in Financial PR
10. Case studies in Financial PR

#### **53. MAC 323: PUBLIC RELATIONS ADVERTISING AND RESEARCH (2Units–ELECTIVE)**

The centrality of research to intellectual, professional and societal development cannot be over emphasized. This course examines in details, the different aspects of research in the field of advertising and public relations. Specific areas of coverage are: Research defined; classifications of research in advertising and public relations; steps in the research process; sampling methods in research; specialized areas in advertising and PR research: Surveys, content analysis; media research; effectiveness; research; motivation research; audience analysis; copy testing; communication audit; instrumentation in research; data gathering and measurement; research project writing; case studies in advertising and PR research.

#### Course Outline

1. Introduction-Overview of PRAD Research
2. Classifications of PRAD research
3. Copy-testing
4. Content Analysis
5. PRAD media research media
6. Media Effectiveness research
7. Advertising and PR audience analysis
8. Communication Audit
9. Motivation research
10. The role marketing research firms



**54. MAC 324: INTERNATIONAL PUBLIC RELATIONS (2 Units-ELECTIVE)**

The major areas include: Image making/management of a country; Methods or approaches. Strategies involved in Image making; Types of assistance from diplomatic and consular sources chambers of commerce or other organizations; Analysis of articles and features in selected newspapers, magazines and other journals published in the overseas country dealing with political, economic, and social developments; and analysis of trends, issues and problems confronting public relations developments in multinational corporations and other organizations involved in international trade and business.

This course exposes students to the strategies and techniques involved in the practice of international public relations

**Course Outline**

Introduction - Definition of International PR  
The concept of national image  
Strategies involved in national image making  
The Role of Diplomatic corps and chambers of commerce  
The publics of international public relations  
Planning of International PR campaigns  
International PR campaign Execution and management  
The media of international PR  
Challenges confronting the practice of international PR

**55. MAC 325: MARKETING COMMUNICATION MANAGEMENT (2 Units-ELECTIVE)**

The course is designed to be a follow up to the subjects treated under fundamentals of marketing communication. It is an attempt at a comprehensive examination of the subject matter of Integrated Marketing Communication. The course covers an exposition of Integrated Marketing Communication (IMC) including Definition, Origin, Development, Elements of IMC; Organizational Implications of IMC; Marketing Communications planning and plans covering Situation Analysis, objective setting, Determining strategy and tactics for IMC setting Budgets and Evaluating the Marketing Communication Campaign; and Management of Elements in the Integrated Marketing Communications mix.

**Course Outline**

Introduction - overview of Integrated marketing communication (IMC)  
Historical development of IMC  
Elements of IMC  
Marketing communication planning process  
Marketing communications campaign execution, management and evaluation  
Marketing Communication Budgeting  
Marketing communication mix  
Field trips to IMC firms in Nigeria  
Exercises in IMC  
Campaign planning and execution

**56. MAC 326: CASE STUDIES IN ADVERTISING MANAGEMENT (2 Units-ELECTIVE)**

This practical course examines specific cases in advertising management. Students are exposed to techniques of advertisers – agencies relationships. Students learn about key advertising facilitating and regulatory institutions. Students engage in field studies/trip to major agencies/advertisers and write term papers on practical experiences.

**Course Outline**

1. Introduction - An overview of management
2. Evolution of management
3. Scope of advertising management
4. Organization structure of advertising agencies
5. Managing agency - advertiser relationship
6. Managing - supplies
7. Advertising and corporate finance management

**57. MAC 327: BROADCASTING PRODUCTION I (2 Units-ELECTIVE)**

The Producer as Programme Conceptualizer, Middleman and Fund Raiser; Producer's Responsibilities; Programmes & Programming; Scripting; Solicited & Unsolicited; Producers Contacts & Contracts/Crew & Cast: POWER/AUTHORITY; Costuming, Musical/Sound tract etc; Bookings; Post Production; Placement and Distribution; Producer & Legal Rights, clearance/airtime purchase; Production as a Management Function/Station's Corporate Function; The Producer & Language Utility; The Producer & Ethical Considerations.



**Course Outline**

The broadcast production process  
The producer  
Programmes and programming  
Scriptwriting - radio  
Scriptwriting - television  
Pre-production planning  
Radio Production  
Television Production  
Post Production process  
Broadcast Production and the Law

**58. MAC 328: FILM AND VIDEO PRODUCTION (2 units-ELECTIVE)**

Brief Introduction to the technical term in production e.g. frame sequence, shot-timing etc; Non-Dramatic Production e.g. social events, sporting events; Camera Approach in Non-dramatic, single or multiple; Camera set-up, one and two camera set-up and three camera set-up; Stages/Steps in both Film and Video Production: planning, shooting, editing and distribution; Restraint on creativity in Film and Video Production; Issues in Film and Video Production: financing in film and video production, violence in film and video production, and sex abuse in film and video production.

**Course Outline**

Basic terms in film and video production  
Pre-production, production and Post-production chain  
The video/Film camera  
Camera: Shooting approaches/strategies  
Houses  
Lightings - indoor/out door  
Video/Film Editing - Linear  
Video/Film Editing - Non-linear  
Feature and documentary production  
Field trips to selected productions  
Students are expected a broadcast quality programme as part of a class project

**59. MAC 329: BROADCAST PRESENTATION (2 Units-ELECTIVE)**

This course shall introduce students to speech sounds, speaking right, pitch, inflection, articulation, pace, rhythm, and intonation. Students shall learn to speak to the microphone and television camera, develop confidence speaking to an audience and device means to flow in a delivery. Newscasts, music presentation, talk show, voice-over, commercial slots, and jingles and so on.

**Course Outline**

Fundamentals of voicing  
The nature of speech  
Speech sounds, pace, articulation and intonation  
Pitch and speech delivery  
Presentation exercises in news casting  
Presentation exercises in talk shows  
Music presentation  
Commercial voice-over exercises  
Jingles  
Radio/television presentation exercises

**60. MAC 330: BROADCASTING PRODUCTION II (2 Units-ELECTIVE)**

This course is designed as practical sessions for students to demonstrate mastery of broadcast production as a follow up to MAC 327. Production of drama plays, broadcast news, broadcast features, musicals, quiz, discussion, interview, personality, and so on, for radio and television.

**Course Outline**

Practical sessions in Broadcast Production  
Drama production  
News Production  
Musicals



Talk and Discussion  
Documentary  
Outdoor production - sports  
Outdoor production - shows, musicals, vox pops, etc.  
Special Effects  
Amuniation (For Television)

**61. MAC 332: POST PRODUCTION TECHNIQUES ( 2 Units-ELECTIVE)**

This course is designed to introduce students to formats in broadcast editing. Analogue systems as cut and paste, dubbing, in-to-in, assemble mode, and insert mode. Non-linear formats with equipments and software for both audio and audio-visual such as cool edit, amigol, and others. Students shall be exposed to graphics and animation use in editing with sound and visual effects. The use of editing for finished and flawless or perfect broadcast products shall be emphasized.

**Course Outline**

Post production Planning  
Analogue Editing  
Dubbing  
Non-linear Editing  
Radio post production  
Television post production  
Film and video post production  
Practicals in post production - 1  
Practicals in post production - 2  
Practicals in post production - 3

**62. PUL 451: MEDIA LAW (2 Units) C**

The course is designed to expose students to the laws that are relevant to mass communication. These include: defamation, sedition, harmful and obscene publication, privacy, Libel, Press Freedom, copyright as well as laws relating to advertising and public relations.

**Course Outline**

The Nigerian Legal System  
Constitution and constitutionalism  
The Nigerian constitution 1999 chapters 2 and 4  
Defamation  
Libel  
Obscene and harmful publication  
Seditious Publication  
Privacy  
Copyright  
Contempt of court

**63. MAC 402: MEDIA ETHICS (2Units) C**

This course is designed to expose the students to the ethics of mass communication. Students are expected to learn the various ethical codes of journalism, advertising, broadcasting, and public relations. The course shall establish the philosophical basis of communication ethics and shall make the students apply ethical reasoning to mass communication professional practice.

**Course Outline**

Introduction - Ethics and excellence in media practice; definitions and basic terms  
Ethical theories and approaches  
Moral reasoning and development  
Journalism ethics  
Broadcast ethics  
Ethics in advertising  
Ethics in public relations  
Selected ethical issues in print and broadcast journalism  
Selected ethical issues in public relations and advertising  
Regulatory Institutions in the media: NPAN, NUJ, NPC, NBC, NIPR, APCON etc.



**MAC 403: DATA ANALYSIS IN COMMUNICATION RESEARCH (2Units) C**

This course is designed to teach students through a practical, hands-on approach to data analysis. Students will learn how to select an appropriate test, how to collect data for research, how to perform statistical and qualitative analysis, how to write up analysis and findings, and how to be intelligent consumers of statistical data and information.

**Course Outline**

Basic statistical concepts and terms in data analysis  
Data gathering and collection - primary and secondary data  
Data gathering and collection - primary and secondary data  
Data sources in communication research  
Introduction to descriptive statistics  
Introduction to inferential statistics  
Qualitative data analysis  
Data Processing  
Data Reporting  
Exercises in data analysis

**65. MAC 404: COMMUNICATION AND DEVELOPMENT (2 Units) C**

Concepts & Definitions – Communication, Development, Development Communication; Interface between Communication & Development; Theoretical Framework; Theories of Development/Social Change; Comm. & Development Theories - Traditional/Dominant Paradigm, (Schramm, Lerner, Rogers); Participatory Communications & Social Change; Communication Theories & Development Communication; Behaviour Change Communication; Process of Development Communication Planning; – Process, ACADA, Theatre for Development; Channels Development Communication -Using the Mass Media, Oral Media, Social Marketing.

**Course Outline**

Concepts and definitions in communication and development  
Interface of communication and development  
Theories of development and social change  
Development communication theories  
Participatory communication and social change  
Development communication planning models  
Development communication channels/media  
Oral-media  
Social Marketing  
Cases in developing communication strategies

**66. MAC 405: EDUCATIONAL BROADCASTING (2 Units) R**

This course is designed to ingrain into students instructional stimuli in the formal and non-formal settings using broadcasting. It shall include use of broadcasting for literacy, vocational skills, science and technology, junior and senior secondary education as well as instructional education at the tertiary level.

**Course Outline**

The nature of educational broadcasting  
Educational broadcasting in Nigeria  
Educational broadcast programming  
Broadcasting for adult literacy  
Vocational skills broadcasting  
Science and technology broadcasting  
Broadcasting for secondary school education  
Instructional Television and Radio for tertiary institutions  
Cases in educational broadcast programming  
Educational Broadcast Management

**67. MAC 406: ISSUES IN BROADCASTING (2 Units) C**

Understanding the Development of Broadcasting in Nigeria; Broadcasting in Colonial, Military & Democratic Era; Theories of the Press; The Concept of NTA/NBC/FRCN; Origin and Growth of Private Broadcasting in Nigeria; Regulation Deregulation of Broadcasting; NBC, Decree, Structure/Mgt/Codes; Content Specification/Licensing; Foreign & External Broadcasting; An Appraisal; Cable Broadcasting; An Holistic Appraisal of Broadcasting in Nigeria; Audience of Broadcast Media; Broadcast Uses & Gratifications; Evaluation of the Performance of the Broadcast Industry in Nigeria and Roadmaps into the future.



### Course Outline

Development of broadcasting in Nigeria  
Broadcasting in the colonial, military and Democratic era  
Theories of the press  
Origin and Growth of broadcasting in Nigeria  
Regulation and Deregulation of broadcasting in Nigeria  
Foreign and external broadcasting  
Cable broadcasting  
Audience of broadcast media  
Broadcast uses and gratification  
Evaluation of the performance of the broadcast industry in Nigeria  
New media in broadcasting

### 68. MAC 407: ECONOMIC AND SOCIAL ISSUES IN ADVERTISING AND PUBLIC RELATIONS (2 Units)

#### R

The advertising institution, including other promotional tools, is essential components of the economy, politics and society. Accordingly, students are exposed to relevant socio – economic and political issues that impact on the practice of advertising and public relations within the Nigerian and global contexts. An overview of advertising and PR in the macro society; advertising and PR in a free socio – economic environment; advertising and PR and freedom of choice/expression; Economic and socio – cultural impacts of advertising; advertising and women/children; Deception and other ethical issues and social advertising; PR and propaganda; PR and minority groups/charities/ not – for – profit organization; PR and crisis management; PR laws and ethics; advertising / PR and globalization.

#### Course Outline

An overview of advertising in society  
An overview of public relations in society  
Advertising and PR and freedom of choice/Expression  
Economic effects of Advertising  
Socio-cultural effects of Advertising  
Advertising and women/children  
Advertising and minority group  
Deception in Advertising  
Ethical Issues and Social responsibility advertising  
PR and propaganda  
PR and minority groups, charities, not-far-profit organization  
PR laws and ethics

### 69. MAC 408: DRAMA AND DOCUMENTARY PRODUCTION (2 units) C

History of Drama; Radio Drama – dialogue and narrative techniques; Drama Sketches as play lets casting for Radio; Sound Perspectives & Sound Effects in Radio Drama; Editing Radio Drama; Auditing for Television Drama; Drama Performance for Television; Locating Television Drama in time & concurrent situations; Props & Sets for Television Drama; Equipment for Television Drama; Stages in Television Drama; Costuming; Lighting; Rehearsals in Television Drama; Series & Serials in Television Drama; Video Drama as Advanced Television Directing; Post Production Work; Video Drama Distribution & Financing; Agreements & Evaluation in Video Drama.

#### Course Outline

History of drama  
Radio Drama - dialogue and narrative techniques  
Drama stretches as playlets  
Auditioning and casting for radio  
Sound perspectives and sound effects in radio drama  
Audition for television drama  
Drama performance for television  
Preps and sets for television drama  
Costuming, lighting and Rehearsals in television drama  
Series and serials in television Drama  
Post production  
Video drama distribution and financing  
Agreements and Evaluation in video drama



**Course Outline**

Definition of terms: conflict, crisis  
Nature of conflict Types of conflict  
Handling conflicts  
communication and conflict resolution  
Conflict analysis  
Conflict mapping  
Communication and conflict mitigation, handling, transformation and resolution  
Principles of conflict - sensitive reporting  
Management of Industrial crisis  
Cases studies in crisis management

**70. MAC 409: BROADCAST STATION MANAGEMENT AND OPERATIONS (2 units) R**

Concept of Broadcasting as an Institution: Formal/Informal organizations; Internal & External Publics of Broadcasting; Management Theories, Functions and Structures; Organogram of Existing Radio/TV Stations in Nigeria; Station Philosophies: call name, vision etc; Stations & Products as Specializations – Programming/Schedules News, Entertainment hours of operation; Primary & Secondary Operations; Funding Station(s) (Private vs. Government Stations); Personnel, Salaries/Wages, Unions, Guilds etc; Equipment: Types/Management, etc; Case Studies of Specific Radio/TV Station(s); Feasibility Studies.

**Course Outline**

Introduction - Broadcasting as an institution  
Internal and external publics of Broadcasting  
Management theories and their applications  
Organizational structure of Broadcasting establishments  
Broadcast stations philosophies, call names, vision, etc.  
Broadcast stations and product specializations  
Primary and secondary operations  
Funding of Broadcast stations -Private vs public stations funding  
Human resources management in Broadcast stations  
Equipment Handling in Broadcast stations  
Feasibility studies in Broadcast management  
Case studies of specific Radio/TV stations

**71. MAC 410: BEHAVIOURAL CHANGE COMMUNICATION (2 Units) R**

This course is designed to teach the fundamentals of behavioural change communication. Students shall be exposed to the various theories exemplifying impact of communication on behavioural change. Various behavioural change communication campaigns in Nigeria shall be examined.

**Course Outline**

Fundamentals of behavioural change communication  
Behavioural change communication theories  
Behavioural change communication and National Development  
Historical development and land marks in behavioural change communication  
New paradigm of participatory communication for social change  
The P-Process  
Theatre for development  
The ACADA model  
Selected behavioural change communication campaigns in Nigeria  
The mass media in behavioural change communication

**72. MAC 411: TOPICAL ISSUES IN JOURNALISM (2 Units-ELECTIVE)**

This course will focus on current issues in the practice of print journalism in Nigeria. Topics to be discussed include professionalism in journalism, press-government relationship, ethical and legal issues, objectivity, media ownership, pluralism, democracy, media conflict and other critical issues as they emerge.

**Course Outline**

Overview of the role of Journalism in the society  
Ethical issues in journalism  
Legal issues in journalism  
Press/Government interface in Nigeria



Media pluralism  
 Media coverage of crises in Nigeria  
 Popular media, 'Junk Journalism' and Tabloidization  
 Objectivity and interpretation in journalism  
 Human Rights Reporting issues  
 Freedom of information, access to information controversy

**73. MAC 412: COMMUNICATION AND CRISIS MANAGEMENT (2Units) R**

The course is designed to acquaint students with the theoretical and operational issues underlying conflict and crisis in the society. It shall look at the nature, causes, and methods of handling conflicts through professional use of communication. It is also designed to teach the art and science of conflict analysis as a prelude to deploying communication skills and structure towards conflict management.

**74. MAC 413: CURRENT TRENDS IN PHOTOJOURNALISM (2 Units-ELECTIVE)**

The course shall examine the current trends in photography and photojournalism. Special attention shall be focused on digital technologies in shooting, editing and other aspects of post production in photo journalism.

Course Outline  
 Digital photography  
 Trends in new technologies in photojournalism  
 Digital editing  
 Colour photography  
 Critical issues in photojournalism  
 Photo documentation  
 Reversal Film processing  
 Trends in Studio Photography  
 Medical photography  
 Science and nature photography

**75. MAC 414: PRESS AND GOVERNANCE (2Units-ELECTIVE)**

This is a specialized course on the role of communication media in good governance. It discusses the contribution of the media in safeguarding and fostering individual and collective freedoms, human rights, free and fair elections, transparency, accountability, peace and tolerance in African countries.

**Course Outline**

Role of the press in governance  
 Constitutional provisions on the press  
 The press and human rights issues  
 International instruments and convention on human rights  
 Challenges to the dinstication of international instruments  
 Press and politics in Nigeria colonial times to the present  
 Press and elections  
 The press and accountability  
 Government ownership of the media  
 Press freedom and Regulations

**76. MAC 415: BRAND MANAGEMENT (2 Units-ELECTIVE)**

This course is designed to acquaint students with the use of the marketing mix in the management of brands and services. Topics include: definition of brand management, branding, packaging and labeling, advantages of branding communication, functions of the brand manager, marketing mix strategies, branding, marketing communications and the marketing mix. Also students shall learn: brand management systems, brand promotion, brand decisions, brand names and brand strategies, organizing, implementing and controlling the marketing effort and evaluation and control of brand performance.

**Course Outline**

1. Introduction - Definition of terms: Brand management, and branding
2. Packaging and Labeling
3. Benefits of Branding in Marketing communication
4. Functions and Qualities of a Brand Manager
5. Marketing mix strategies and Brand Management



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6. Brand Management systems
7. Brand Promotion
8. Brand Equity
9. Brand name, image and strategies
10. Evaluation and control of brand performance



**77. MAC 416: COMPARATIVE MASS MEDIA SYSTEMS (2 Units–ELECTIVE)**

The course is designed to examine global media systems and media organizations. It shall discuss global media philosophies as well as the media systems in the world's regions, Western Europe, East Central and South Eastern Europe – Russia and the newly independent states, the Middle East and North Africa, Sub-Saharan Africa, Asia and the Pacific, Latin America and the Caribbean, North America and the USA.

**Course Outline**

Mass media systems - the global perspective  
Mass media systems in the USA  
Mass media systems in Great Britain  
Mass media systems in France  
Mass media systems in Latin America  
Mass media systems in the middle East and North Africa  
Mass media systems in Asia and the pacific region  
Mass media system in sub-saharan Africa  
Mass media system in Eastern Europe  
Mass media system in Western Europe

**78. MAC 417: ADVERTISING CAMPAIGN PLANNING & EXECUTION (2 Units–ELECTIVE)**

The course is designed to acquaint the student with the activities involved in, and the different roles played by the key actors in the planning and execution of advertising campaign. It is also aimed at developing in the student necessary skill to effectively perform the different roles. Major areas include identifying the key actors in the different stages of advertising campaign planning and execution process the advertiser, the Agency and the media owner, Exposition of the planning, Preparation and planning activities; and preparation and presentation of advertising campaign materials involving Advertising Brief, Creative Strategy document, copy platform, copies and visuals for the various theme Advertising Media, and Media Proposal covering media rationale, and media schedules for selected media types and vehicles.

**Course Outline**

1. Introduction - overview of advertising campaign
2. Key actors in the advertising campaign planning, and execution process
3. Sources of advertising campaign planning data
4. Advertising campaign planning activities processes
5. Advertising campaign execution
6. Advertising campaign evaluation
7. Advertising campaign materials - Advertising Brief
8. Creative strategy document
9. Copy platform
10. Media proposal
11. Evaluating advertising campaigns

**79. MAC 418: CASE STUDIES IN ADVERTISING & PR MANAGEMENT (2Units–ELECTIVE)**

This course exposes students to the fundamentals of advertising and public relations management by looking at both historical cases and existing problems in advertising and public relations. At the end of the course, students are expected to master the art and techniques of solving practical public relations and advertising problems and challenges.

**Course Outline**

The Environment of PR and Advertising practice  
Strategic management  
Public Relations Planning process  
The Advertising Planning processes  
Case studies in Event management  
Case studies in crisis management in PR  
Case studies in management of PR firms/Advertising Agencies  
Case Studies in PR/Advertising campaigns  
Case studies in political communication/Advertising  
Constraints to PR and Advertising management

**80. MAC 419: BROADCAST & FILM POLICY/REGULATIONS (2 units–ELECTIVE)**

Formulation & Analysis of the National Communication's Policy; Underscore the Concept of Policy & Regulations; Freedom of



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Press/Charter of Human Rights/Amnesty International; The Nigerian Constitution/Mass Media & Broadcasting; National Broadcasting Commission (NBC) – structure, operations, codes, evaluations, licensing; Specific Provisions of NBC for Programme Genre; Station's Mission & Policy/Style; An Examination; ITU, WAP, FCC etc TV Africa; NCC, Corporate Affairs Commission (CAC) etc; Rules for Syndication, Exports, Exchanges, Royal Payment; Rules for Syndication etc; Monitoring Station(s); Professional Guilds, NUJ, NAWOJ, NGE, Guild of Actors, BON, ITPAN, etc; Codes & Ethics of Broadcasting.

### Course Outline

National Communication Policy  
The Nigerian Broadcast Commission (NBC)  
Constitution, Constitutionalism and broadcasting in Nigeria  
Broadcast Organization of Nigeria (BON)  
Nigerian Guild of Editors (NGE)  
Independent Television Producers Association of Nigeria (ITPAN)  
Nigerian Communications Commission  
International regulatory policies, structures and organization - ITU, WAP, PCC, etc.  
Film Policy and regulations in Nigeria  
Nigerian Film Institute

### 81. MAC 420: CONSUMER AFFAIRS Units-ELECTIVE)

The consumer is key to the success of all integrated marketing communications efforts. In this course, the major determinants of consumer behavior are learnt. Areas of coverage include: Conceptual framework and importance of understanding consumer behavior; Psychological, sociological and related theories of consumer behavior; determinants of consumer behavior; consumer decision - making and adoption processes; consumer bargaining behavior; understanding organizations as consumers; innovations and product attraction; consumerism, consumer rights protection and ethical issues/regulatory frameworks.

### Course Outline

Determinants of consumer behaviour  
Psychological theories of consumer behaviour  
Sociological theories of consumer behaviour  
Consumer decision making and adoption processes  
Consumer bargaining behaviour  
Understanding organizations as consumers  
Innovations and product attraction  
Consumerism  
Ethical and regulatory frame works

### 82. MAC 421: PUBLIC RELATIONS CAMPAIGN PLANNING & EXECUTION (2 Units-ELECTIVE)

The course is designed to acquaint the student with the activities involved in, and the different roles played by the key actors in the planning and execution of a public relations campaign. Major areas include identifying the key actors in the key stages of public relations campaign planning and execution process. These include: the pre-campaign research involving identifying the problem, the audience and profile of the client; articulating campaign objectives; planning the programming elements including campaign theme, specific campaign messages, PR events and actions, campaign media, and evaluation and control of campaign execution.

### Course Outline

1. The PR planning process
2. Pre-Campaign Research
3. Audience Analysis for PR campaign
4. Articulating campaign objectives
5. Planning the PR campaign elements
6. Cases in selected PR campaigns in Nigeria
7. Budgeting techniques for PR campaigns
8. Campaign Evaluation methods
9. Key actors in PR campaigns
10. Field Trips to PR Agencies and Consulting Firms

### 83. MAC 422: BROADCASTING AND DEMOCRACY nits-ELECTIVE)

A Review of Pre-Independent Broadcasting and Politics in Nigeria; Broadcast Media in the Nigeria's first Civilian Republic; Broadcasting and the Political Crises of the first Republic; Broadcasting Purring the Civil War; Broadcasting and the Second Civilian Government; Political Parties of the Second Republic and Broadcasting; Broadcasting during the 1983 Elections Trend



and Challenges; Broadcasting of the Transition to Civil Rule (The Third Republic) of 1999; Broadcaster and the Challenges of Broadcasting in the Three Civilian Republic; Broadcasting and the Challenges of Broadcasting in the Military Regimes; Analysis of Political Broadcasting Programmes in Democratic Era; Broadcasting and the Realities of Democracy in Nigeria; Rules and Principles for idea Political Broadcast Programming; The Nigeria Political Broadcast Code, Analysis, Implications and Challenges; Fundamental Human Rights, Citizen Obligation to the Nigerian Nation.

**Course Outline**

Pre-Independence broadcasting and politics in Nigeria  
Broadcast media and the first civilian Republic  
Broadcast and political crises of the first Republic  
Political parties of the second Republic and Broadcasting  
Broadcasting, and the 1983 elections  
Broadcasting and successive regimes till date  
Rules and principles for ideal political broadcast programming  
Nigerian political broadcast code  
Fundamental human rights  
Citizen obligation to the Nigerian nation  
Broadcasting and the Nigeria constitution

**84. MAC 424: SPECIAL PROJECTS IN BROADCAST PRODUCTION (2 Units–ELECTIVE)**

This course is designed to enable students embark on projects in and outside the studio in the various areas of broadcast production such as radio, television, and film.

**Course Outline**

Introduction to Broadcast production management  
Projects in Radio Production  
Projects in TV Production  
Projects in Home Video Production  
Projects in Film and Cinematography

**85. MAC 498: RESEARCH PROJECT (3 Units) C**

Students are expected to write a research project as part of the requirements for graduation. The project could be in any area of mass communication and could be empirical, qualitative or practical – production based.

**Course Outline**

Choosing a Research Topic  
Writing a brief research proposal  
Writing chapter one of the research project  
Writing chapter Two of the Research Project  
Writing Chapter Three of the Research Project  
Validating the research instruments

**86. MAC 499: RESEARCH PROJECT (3 Units) C**

Students are expected to write a research project as part of the requirements for graduation. The project could be in any area of mass communication and could be empirical, qualitative or practical – production based.

**Course Outline**

Field work  
Post-field work  
Writing the Research Report