

NATIONAL BOARD FOR TECHNICAL EDUCATION

NATIONAL DIPLOMA (ND)

MASS COMMUNICATION

CURRICULUM AND COURSE SPECIFICATIONS

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

SEPTEMBER, 2024

FOREWORD

The role of skilled manpower in media and communication has become increasingly critical. From producing engaging content to disseminating information effectively, the accuracy and reliability of media and communication practices are essential for informed decision-making and societal progress.

I believe that this curriculum and course specifications, if properly implemented with the necessary resources (qualified teaching staff, adequate equipment and materials, physical training facilities, and teaching aids), and by admitting qualified candidates, will produce competent and skilled media and communication technicians who can contribute significantly to the field.

I would like to express my gratitude to United Nations Children's Fund (UNICEF) and all those who contributed to the development of this curriculum. The invaluable contributions of the team members and resource persons during the review workshop is greatly appreciated.

I hope that the curriculum will be successfully implemented to meet the growing demand for skilled manpower in media and communications.

Professor Idris M. Bugaje

Executive Secretary, NBTE, Kaduna

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GENERAL INFORMATION

1.0 TITLE OF THE PROGRAMME

The programme is National Diploma (ND) Mass Communication

- 2.0 GOAL AND OBJECTIVES OF THE PROGRAMME
- **2.1 GOAL:** The National Diploma (ND) Mass Communication is designed to produce Technicians with knowledge, skills and attitudes to effectively function in professional disciplines of media and communication industry: newspapers, magazines, radio, television, film, digital, multimedia, public relations, advertising, news agency, public affairs, government and corporate communications and report child rights and development issues and carry out other media and communication services
- 2.2 **OBJECTIVES:** At the end of the programme, the student should be able to:
 - i. Produce textual, audio-visual and digital content for print, broadcast film and multi-media platforms
 - ii. Gather, investigate, interprete and report news for the print, broadcast and digital media platforms
 - iii. Select, edit and prepare content for publications, news items, features, photography, graphics and multimedia, etc.
 - iv. Produce newspaper and magazine
 - v. Support production, presentation and directing of programmes for broadcast and multimedia platforms
 - vi. Plan, prepare and produce materials for documentaries, news analysis and commentaries
 - vii. Use indigenous communication system
 - viii. Plan, prepare and produce materials for advertisement, advertorials, publicity, special focus, advocacy and public services, etc.
 - ix. Provide support services in film production
 - x. Report child rights and development issues
 - xi. Negotiate terms for publication and production of contents for multimedia platforms
 - xii. Apply the law of media and communication practice
 - xiii. Adhere to the ethics of media and communication practice
 - xiv. Provide support services in deepening democracy and good governance
 - xv. Set up and manage an enterprise in the media and communication industry

3.0 ENTRY REQUIREMENTS

- a. A minimum score in the Unified Tertiary Matriculation Examination (UTME) as stipulated by JAMB
- b. Candidates for the programme shall possess minimum of five (5) credit passes in not more than two sittings in NABTEB/WAEC/GCE/SSCE/NECO/NBAIS or its equivalents to include English Language, Mathematics, and any other three subjects from the following: CRS/IRS, Commerce, Civic Education, Economics, Geography, Government, History, Literature in English, Biology or Agric)

4.0 STAFFING REQUIREMENT

4.1 Headship of the Department:

The HOD should have HND/B.Sc., Higher degrees in Media and Communication programmes and not below the rank of a Senior Lecturer

4.2 Core Teaching Staff:

At the point of mounting the programme, there should be a minimum of four lecturers who should spread from Assistant Lecturer/Instructor and above with HND, B.Sc. and Higher Degrees in Media and Communication programmes

4.3 Technical Staff:

These are technically qualified staff not involved in direct lecturing/instructing, but who provide vital and indispensable services in all facilities used in the implementation of the programme. They possess minimum of National Diploma and Higher National Diploma in Media and Communication

5.0 CAREER AND ACADEMIC PROSPECTS

5.1 Academic Progression

Holders of the ND are eligible for admission into HND and direct entry in the University

5.2 Career Prospects

Holders of the ND can work in the following establishments/organizations:

• Departments and Units of MDAs of Public Institutions

- Private Organizations
- Military/Para-Military and Police
- NGOs
- Entrepreneurship/ Self-employed

6.0 DURATION

The duration of the programme is two academic sessions consisting of four semesters of 17 weeks each. (15 weeks academic activities and 2 weeks for Registration & Examinations).

7.0 **CURRICULUM**

- 7.1 The curriculum consists of four main components. These are:
 - i. General Studies
 - ii. Foundation Courses
 - iii. Professional Courses
 - iv. Supervised Industrial Work Experience Scheme (SIWES)
- 7.2 a. **The General Education** component shall account for not more than 15% of total contact hours for the programme.
 - b. **Foundation Courses** include components courses that are offered in the core Department for the purposes of rudimentary knowledge or background, etc. These courses should constitute a maximum of 25% of the total contact hours for the programme
 - c. **Professional Courses** are the core Media and Communication Courses which give the student the theory and practical skills needed to practice as Technician. These may account for between 60-70% of the contact hours.
 - **d. Students' Industrial Work Experience Scheme (SIWES)** shall take place during the long vacation following the end of the second semester of the first year. See details on SIWES

8.0 CURRICULUM STRUCTURE

The structure of the ND programme consists of four semesters of classroom, Laboratory and Studio activities in the institution and a semester (3 - 4 months) of Supervised Industrial Work Experience Scheme (SIWES), Each semester shall be of 17 weeks duration made up as follows: 15 contact weeks of teaching, i.e. Lecture, Recitation and Practical Exercise tests, quizzes, etc, and 2 weeks for examination and registration. SIWES shall take place at the end of the second semester of the first year.

9.0 ACCREDITATION

The National Board for Technical Education shall accredit the programme before the diplomates can be awarded the National Diploma certificates. Details about the process of accrediting the programme for the award of the National Diploma are available from the office of the Executive Secretary, National Board for Technical Education, Plot "B", Bida Road, P.M.B. 2239, Kaduna, Nigeria.

10.0 CONDITIONS FOR THE AWARD OF THE DIPLOMA

Institutions offering accredited programmes should award the National Diploma to candidates who have successfully completed the programme after passing prescribed course work, examinations, diploma project and the supervised industrial work experience. Such candidates should have completed a minimum of between 97 to 105 semester credit units.

10.1 Classification of Diploma

The National Diploma shall be awarded in four classes as follows:

Distinction - CGPA of 3.50 and above

• Upper Credit - CGPA of 3.0 - 3.49

• Lower Credit - CGPA of 2.50- 2.99

• Pass - CGPA of 2.00- 2.49

10.2 Grading of Courses:

Courses shall be graded as follows:

MARKED RANGE	LETTER GRADE	WEIGHTING
75% and above	A	4.00
70% – 74%	AB	3.50
65% – 69%	В	3.25
60% - 64%	BC	3.00
55% – 59%	С	2.75
50% – 54%	CD	2.50
45% – 49%	D	2.25
40% – 44%	E	2.00

Below 40%	F	0.0	, y
			<u> </u>

11.0 GUIDANCE NOTES FOR TEACHERS

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

The Academic Board of the institution may vet departmental submission on the final curriculum. Our aim is to continue to see to it that a solid internal evaluation system exists in each institution for ensuring minimum standard and quality of education in the programmes offered throughout the Polytechnic/Monotechnic system.

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

11.5 **ASSESSMENT:**

Classwork/practical Works	Total

Examination	60
CA	40
Total	100

12.0 PRACTICAL LOGBOOK

A personal Logbook to be kept by each student shall contain all day-to-day, weekly summary and semester summary of all the practical activities from day one to the end of the programme. This is to be checked, marked, endorsed and recorded by the lecturers concerned at the end of every week.

13.0 FINAL PROJECT

Final year students in this programme are expected to carry out a project work. This could be on individual basis or group work of not more than five students per group, but reporting must be undertaken individually. The project should, as much as possible be related to the programme discipline. Project reports should be well presented and should be properly supervised. The department should make its own arrangement of schedules for project work.

14.0 GUIDELINES ON SIWES PROGRAMME

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

14.1 **Grading of SIWES**

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

14.2 The Institution Based Supervisor

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

14.3 Frequency of Visit

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

- i) There is another visit six weeks after the first visit; and
- ii) a final visit in the last month of the attachment.

14.4 Responsibility for Placement of Students

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

14.5 Evaluation of Students during the SIWES

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

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

14.6 Stipend for Students in SIWES

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

14.7 SIWES as a Component of the Curriculum

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

CURRICULUM TABLE FOR ND MASS COMMUNICATION

YEAR I SEMESTER I

			•		,
COURSE CODE	COURSE TITLE	L	P	CU	СН
GNS 111	Citizenship Education	2	-	2	2
GNS 101	Use of English	2		2	2
MAC 111	Media Writing and Style I	2	1	3	3
MAC 112	Foreign Languages	2	-	2	2
MAC 113	Computer Application for Media and	2	1	3	3
	Communication				
MAC 114	Foundation of Media and Communication	2	-	2	2
MAC 115	Newswriting and Reporting I	2	1	3	3
MAC 116	Fundamentals of Broadcasting	2	1	3	3
MAC 117	Principles of Advertising	2	1	3	3
MSQ	Mandatory Skills Qualification	-	-	-	2
	TOTAL	18	5	23	23

YEAR I SEMESTER II

GNS 102	COURSE CODE	COURSE TITLE	L	P	CU	
MAC 121 Media Writing and style II MAC 122 Indigenous Communication System MAC 123 Digital Communication MAC 124 Graphics design for Media and Communication MAC 125 Newswriting and Reporting II MAC 126 Principles of Public Relations ENT 126 Introduction to Entrepreneurship I MSQ Mandatory Skills Qualification TOTAL 1 2 3 3 4 3 5 4 3 7 5 7 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7			2	-	2	
MAC 122 Indigenous Communication System MAC 123 Digital Communication MAC 124 Graphics design for Media and Communication MAC 125 Newswriting and Reporting II MAC 126 Principles of Public Relations ENT 126 Introduction to Entrepreneurship I MSQ Mandatory Skills Qualification TOTAL 1 2 3 3 2 1 3 3 1 3 4 1 3 5 1 3 7 1 3 8 23	GNS 121	Citizenship Education	2	_	2	<u> </u>
MAC 123 Digital Communication MAC 124 Graphics design for Media and Communication MAC 125 Newswriting and Reporting II MAC 126 Principles of Public Relations ENT 126 Introduction to Entrepreneurship I MSQ Mandatory Skills Qualification TOTAL 1 2 3 2 1 3 3 2 1 3 4 3 2 1 3 5 3 2 1 3 5 5 8 23	MAC 121	Media Writing and style II	1	1	2	
MAC 124 Graphics design for Media and Communication 2 1 3 MAC 125 Newswriting and Reporting II 2 1 3 MAC 126 Principles of Public Relations 2 1 3 ENT 126 Introduction to Entrepreneurship I 2 1 3 MSQ Mandatory Skills Qualification			1	1	2	
MAC 125 Newswriting and Reporting II 2 1 3 MAC 126 Principles of Public Relations 2 1 3 ENT 126 Introduction to Entrepreneurship I 2 1 3 MSQ Mandatory Skills Qualification			1	2	3	
MAC 126 Principles of Public Relations 2 1 3 ENT 126 Introduction to Entrepreneurship I 2 1 3 MSQ Mandatory Skills Qualification	MAC 124	Graphics design for Media and Communication	2	1	3	
ENT 126 Introduction to Entrepreneurship I 2 1 3 MSQ Mandatory Skills Qualification TOTAL 15 8 23	MAC 125	Newswriting and Reporting II	2	1	3	
MSQ Mandatory Skills Qualification TOTAL 15 8 23	MAC 126	Principles of Public Relations	2	1	3	
TOTAL 15 8 23	ENT 126	Introduction to Entrepreneurship I	2	1	3	
EQ.	MSQ	Mandatory Skills Qualification	-	-	_	
EQ.						
			15	8	[23	

YEAR II SEMESTER I

COURSE	COURSE TITLE	L	P	CU	CH
CODE					
GNS 201	Use of English I	2	-	2	2
MAC 211	Introduction to Media and Communication Theories	2	-	2	2
MAC 212	Research Methods in Media and Communication	1	1	2	2
MAC 213	Editing and fact checking	1	1	2	2
MAC 214	Feature Writing	1	1	2	2
MAC 215	Media Communication and Society	2	-	2	2
MAC 216	Media and Communication Ethics	1)	1	2	2
MAC 217	Photography in Media and Communication	1	1	2	2
MAC 218	Broadcast Production I	2	1	3	3
MAC 219	Foundations of Film Production	2	1	3	3
ENT 216	Introduction to Entrepreneurship II	2	1	3	3
MAC 100	SIWES	-	2	2	-
	TOTAL	17	10	27	25

YEAR II SEMESTER II

COURSE CODE	COURSE TITLE	L	P	CU	C
GNS 202	Communication in English II	2	-	2)2
GNS 222	Economics	2	- /	2	2
MAC 221	Foundation of Child Rights Reporting and Advocacy	1	1	2	2
MAC 222	Speech Communication	1	1	2	2
MAC 223	Newspaper and Magazine Production	2	1	3	3
MAC 224	Broadcast Production II	1	1	2	2
MAC 225	Media and Communication Laws	1	1	2	2
MAC 226	Investigative and Interpretative Reporting	1	2	3	3
MAC 227	Media, Democracy and Governance	2	-	2	2
MAC 228	Project	_	4	4	+-
	TOTAL	13	11	24	2
	AALBORIE				

Media Writing and Style I

PROGRAMME: NATIONAL DIPLOMA MASS	COMMUNICATION	
COURSE TITLE: Media Writing and Style I	Course Code: MAC 111	Contact Hours: 3)
	Credit Unit: 3	Theoretical: 2
Year: I Semester: I	Pre-requisite:	Practical:1 Hour/week

GOAL: This course is designed to equip students with writing skills needed for Media and Communication

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Know communication and its process
- 2.0 Understand media writing
- 3.0 Understand the responsibilities of a media writer
- 4.0 Know the skills of writing for radio
- 5.0 Know the skills of writing for television
- 6.0Know the skills of writing an advertising copy
- 7.0Know the skills of proof reading and editing in media writing

PROGI	RAMME: NATIONAL DIPLO	OMA MASS COMMUNIC	CATION				
	SE TITLE:	COURSE CODE: MAC	111	Contac	t Hours: 3		
Media V	Vriting and Style I	Credit Unit: 3			Theoretical: 2Hours		
Year:	I Semester: I	Pre-requisite:					
COURS	SE SPECIFICATION: THEO	RETICAL AND PRACTIC	AL				
GOAL:	This course is designed to equip	students with writing skills	s needed for Med	lia and Communication			
GENE	RAL OBJECTIVE 1.0: Know	communication and its proc	eess				
THEO	RETICAL CONTENT			PRACTICAL CONTEN	NT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources	
1-2	1.1 Define communication	Explain communication	Textbooks Journals				
	1.2 Explain components of communication	Explain components of communication	Internet Computer Projector				
	1.3 Explain types of communication	Explain types of communication	rojector				
	1.4 Explain the process of communication	Explain the process of communication					
Genera	ll Objective 2.0: Understand me	dia writing		1	1	,	
3-4	2.1 Define Media	Explain Media	Textbooks Journals	Identify types of media writing	Guide student to Identify types of	Sample Media	
	2.2 Define Writing	Explain Writing	Internet Computer		media writing	writing	
	2.3 Explain media writing	Explain media writing	Projector				
	2.4 Explain the principles of writing	Explain the principles of writing					

	2.5 Explain types of media writing:	Explain types of media writing:			
General	Objective 3.0: Understand the re	sponsibilities of a media wri	ter	Y	
5	 3.1 Define a media writer 3.2 Explain qualities of a media writer 3.3 Explain challenges of a media writer 3.4 Explain considerations for Media Writing 3.5 Explain common Errors in Media Writing 	Explain qualities of a media writer Explain challenges of a media writer Explain considerations for Media Writing Explain common Errors in Media Writing	Textbooks ournals internet Computer Projector		

General	Objective 4.0: Know the skills o	f writing for radio				
6-7	4.1 Explain radio as a	Explain radio as a	Textbooks	Write radio scripts	Guide students to	Sample
	means of	means of	Journals		write radio scripts	audio clips,
	communication	communication	Internet			
			Computer)	Sample
	4.2 Explain types of	Explain types of	Projector			scripts
	radio programming	radio programming		*		
	formats	formats				
	4.3 Explain the	Explain the				Reporters'
		techniques of		4		note book
	for radio	writing for radio	A			
						Computer
	4.4 Explain radio script	Explain radio		Y		Smart
	writing	script writing				phones
						Radio set
General	Objective 5.0: Know the skills o	f writing for television	Y		1	
8-10	5.1 Explain television as a	Explain television as a	Textbooks	Write television scripts	Guide the students	Smart
	medium of communication	medium of	Journals		to write television	phones,
		communication	Internet		scripts	Television
	5.2 Explain types of		Computer			
		Explain types of	Projector			Sample
		television				scripts
		programming				
	5.3 Explain the	formats				Sample
	techniques of writing	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \				audio-visual
	for television	Explain the				clips,
	545 1 1 1 1 1 1	techniques of				Reporters note book
	5.4 Explain television script	writing for				note book
	writing	television				Story board
		Explain television script				
	\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	writing				

General	Objective 6.0: Know the skills o	f writing an advertising cop	by			
11-13	6.1 Define advertising	Explain advertising	Textbooks	Write an advertising	Guide students to	Sample
			Journals	copy	write an advertising	advertising
	6.2 Explain the types of	Explain the types of	Internet		copy	copy
	advertising	advertising	Computer			T4 4
	6.4 Explain advertising copy	Explain advertising	Projector			Internet
	0.4 Explain advertising copy	copy				Computer
	6.5 Explain the elements of	СОРУ				Computer
	advertising copy	Explain the elements of				
		advertising copy				
	6.6 Explain the styles in		A			
	writing advertising	Explain the styles in				
	copy	writing advertising				
		copy				
Camanal	Objective 7.0: Know the skills o	f and of so dia a and odition a	i Caralia a consistina co			
14-15	7.1Explain editing	Explain editing	Textbooks	Proofread a script and a	Guide students to:	Computer
14-13	7.1Explain editing	Explain editing	Journals	text	Proofread a script	Computer
	7.2 Explain proofreading	Explain proofreading	Internet		and a text	Internet
	7.3 Explain types of editing	Explain types of editing	Computer	Edit a script and a text		
	7.3 Explain types of earting		Projector		Edit a script and a	Proof
	7.4 Explain the methods of	Explain the methods of			text	reading
	editing in media writing	editing in media writing				software
		Explain importance of				
	7.5 Explain importance of	editing in written				Editing
	editing in written	communication				software
	communication					sortware
	7 C Evalsia franctica e e f	Explain functions of				Sample
	7.6 Explain functions of	Proofreading				scripts
	Proofreading					
						Sample text

7.7 Explain types of proofreading	Explain types of proofreading	
7.8 Explain steps in Proofreading	Explain steps in Proofreading Explain proofreading marks and technology	
7.9 Explain proofreading marks and technology when editing and proofreading	when editing and proofreading	

EVALUATION: CA 40% EXAMINATION: 60%

Computer Application for Media and Communication

PROGRAMME: NATIONAL DIPLOMA MASS CO		
COURSE TITLE: Computer Application for Media	Course Code: MAC113	Contact Hours: 3
and Communication	Credit Unit: 3	Theoretical: 2hour/week
Year: I Semester: I	Pre-requisite:	Practical: 1hour/week

GOAL: This course is designed to acquaint student with the use of computer technology in media and communication

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Understand the concept of computer
- 2.0 Know the hardware and software components of a computer
- 3.0 Know word processing application
- 4.0 Know spreadsheet application in media and communication
- 5.0 Know presentation application in media and communication
- 6.0 Know Screen writing applications in film
- 7.0 Understand web browser as a tool for media and communication

PROC	GRAMME: NATIONAL DIP	LOMA MASS CO	MMU	NICATION				
COURSE TITLE: Computer Application for Media			Cour	se Code: MAC11	3	Conta	ct Hours:	
and Co	ommunication		Cred	it Unit: 3		Theore	etical: 2hour/week	
Year:	1 Semester: I							
T cur.	1 beliester. 1		Pre-r	requisite:		Practic	eal: 1hours/week	
	L: This course is designed to ac	equaint student with	the kr	nowledge and skil	ls of computer	techno	logy in media and	
-	unication							
	Objective 1.0: Know the con	cept of computer			DD A COTICAL	CONT		
	RETICAL CONTENT			T	PRACTICAL			1
week	Specific Learning Outcome	Teacher's Activitie	es	Resources	Specific Lear Outcome	ning	Teacher's Activities	Resources
1	1.1 Define a computer	Define a computer		Textbooks,	Identify comp	puter	Guide students to:	Computer
	1.2 Explain types of computers	Explain types of computers		Computer, multimedia Projector	input, output storage device		Identify computer input, output and	set, computer accessories, printers, etc
	1.3 Explain the	Explain the					storage devices	
	functions of a	functions of a		Audio-visual				
	computer	computer	Y	Tutorials				
	1.4 Explain the	Explain the						
	difference between	difference between						
	memory	memory						
~	and storage	and storage						
Genera	Objective 2.0: Know the hard	ware and software c	ompo	nents of a comput	er			
2-3	2.1 Explain hardware	Explain hardware		Text Books,	Identify com	puter	Guide students to:	Computer,
	component of a	component of a		Computer(with	hardware		Identify computer	software
	computer	computer		relevant	T1 1100		hardware	packages
	2.2 Feeds in the effect	E1-in the		software	Identify diffe	erent	T.1(:C 1:CC /	
	2.2 Explain the software	Explain the software		packages	software		Identify different	computer
	component of a computer	component of a		installed)	packages commonly us	bes	software packages commonly used in	accessories
L	Computer	component of a		l	Commonly us	ocu	commonly used III	

Ganaral	2.3 Explain the software applications for media and communication: • Word processing • Spreadsheet • Presentation • Web browser	Explain the software applications for media and communication: • Word processing • Spreadsheet • Presentation • Web browser	Audio visual tutorials		media and communication	internet
General 4-5	objective 3.0 Know word prod 3.1 Explain elements of	Explain elements of	Text Books.	Use the tools in a	Guide students to:	Computer
1 -3	Word Processing	Word Processing	Computer	Word	duide students to.	sets
	applications	applications			Use the tools in a	Sets
		аррисанона	Word processing	\mathcal{L}	Word Processing	Microsoft
	3.2 Explain the tools in	Explain the tools a in	application	1 1	application	windows
	word processing	word processing	1	Format text and	Tr ·····	
	application	application	Multimedia	documents	Format text and	package
			projector		documents	
	3.3 Explain the methods of	Explain the methods of				
	Formatting Text in Word	Formatting Text in				
	Processing application	Word Processing				
		application				
General	Objective 4.0: Know spread s	heet application in media	and communication	on		
6-7	4.1 Explain how to create	Explain how to create	Text Books,	Create Columns,	Guide students	Computer
	Columns, Tables,	Columns, Tables,	Computer	Tables, infographics	to:	sets
	infographics and Other	infographics and Other		and Other Features	Create Columns,	
	Features in spreadsheet	Features in spreadsheet	Spreadsheet	in spreadsheet	Tables,	Microsoft
	application	application	application	application	infographics and	application
	4.2 Franks 4	E1-in the C	N (for 14)	C1	Other Features in	package
	4.2 Explain the use of	Explain the use of	Multimedia	Compress data	spreadsheet	

		1	_	т.		
	spreadsheets applications in Media and communication 4.3 Explain how to compress data in media and communication	spreadsheets applications in Media and communication Explain how to compress data in media and communication	projector		application Compress data	
General	Objectives 5.0: Know presen	tation application				
	 5.1. Explain presentation application in media and communication 5.2 Explain the use of presentation application in media and communication 5.3 Explain how to create a PowerPoint presentation 	Explain presentation application in media and communication Explain the use of presentation application in media and communication Explain how to create a PowerPoint presentation		Create a PowerPoint presentation	Guide students to: Create a PowerPoint presentation	Computer sets with Microsoft windows,
Conoral	Objective 6.0: Know how to u	use sersen writing softwar	a applications in f	ilm		
9-12	6.1 Explain screen writing applications 6.2 State the screen writing application • Final Draft • Movie Magic Screenwriter • Studio Binder	Explain screen writing applications State the screen writing application Final Draft Movie Magic Screenwriter Studio Binder	Textbooks, Computer	Demonstrate production of professional looking film script	Guide students to: Practice how to produce professional film script such as final draft and Movie Magic Screenwriter are	Computer sets with Microsoft windows, Multimedia projector

	6.2 Explain the application	Explain the application		
	of script writing software in	of script writing		
	film	software in film		
General	Objective 7.0: Understand we	b browser as a tool for me	dia and communi	cation
13-15	7.1 Explain Web	Explain Web	Textbooks,	Identify the
	Browser	Browser	Computer	components of a web
				browser
	7.2 Describe components of the Web Browser	Describe components of the Web Browser	Multimedia Projector	Use web browser
	7.3 Explain how to use the Web Browser for	Explain how to use the Web Browser for information dissemination, storage, processing and retrieval.		information dissemination, and media content creation, storage, processing and retrieval
	processing and retrieval.	g		

EVALUATION: CA 60%

Foundation of Media and Communication

PROGRAMME: NATIONAL DIPLOMA (ND) M	IASS COMMUNICATION	
COURSE TITLE: Foundation of Media and	COURSE CODE: MAC 114	Contact Hours: 2
Communication	Credit Unit: 2	Theoretical:2 hours/week
		Practical: -
Year I Semester I	Pre-requisite:	y

GOAL: This course is designed to equip student with the knowledge of the fundamental concepts, theories, structure and process of Media and Communication

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Understand the concept of Communication
- 2.0 Understand the models of Communication
- 3.0 Understand the concept of Media
- 4.0 Understand Media and Communication as a social force
- 5.0 Understand Media and Communication Audience

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION						
COURSE TITLE: Foundation of Media and Communication	COURSE CODE: MAC 114	Contact Hours: Hours 2				
	Credit Unit: 2	Theoretical: 2Hours/week				
Year: I Semester: I	Pre-requisite:	Practical: -				
COLIDGE ODE CHEICA PLON. THE		1 I actical				

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to equip student with the knowledge of the fundamental concepts, theories, structure and process of Media and Communication

General Objective 1.0: Understand the concept of Communication

				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning	Teacher's	Resources
	-			Outcome	Activities	
1-2	1.15 (Books			
	1.1 Define	Explain	Journals			
	Communication	Communication	Internet			
			Y			
	1.2 Explain types of	Explain types of	Marker			
	Communication	Communication	board			
	1.3 Explain the functions	Explain the functions	Projector			
	of Communication	of Communication				
			Computer			
	1.4 Explain the process	Explain the process of				
	of Communication	Communication				
	1.5 Explain barriers to	Explain barriers to				
	Communication	Communication				
		Evalsia Mass				
	\(\rightarrow\rightar	Explain Mass				
	1.6 Explain Mass	Communication				

	Communication				
General	Objective 2.0: Understand the m	odels of Communication	on		
3-6	2.1 Define model	Explain model	Books	4	
			Journals		
	2.2 List the models of	List the models of	Internet		
	Communication	Communication		\sim	
			Marker		
	2.3 Explain the models of	Explain the	board		
	Communication	models of	L .		
		Communication	Projector		
			Computer		
General	Objective 3.0: Understand the co	oncept of Media			
7-9	3.1 Define Media	Explain Media	Books	Y	
			Journals	,	
	3.2 Explain types of	Explain types of	Internet		
	Media:	Media:	Computer		
	• Print	• Print	Marker board		
	 Broadcast 	Broadcast			
	 Motion picture and 	 Motion picture)		
	sound recording	and sound			
	 New Media 	recording			
		 New Media 			
	3.3 Explain Media of	Explain Media of			
	Communication	Communication			
		Explain the nature			
	3.4 Explain the nature of	of Media of			
	Media of	communication			
	communication				
		Explain the			
	3.5 Explain the	characteristics of			
	characteristics of	Media of			
	Media of	Communication			
	Communication listed	listed in 3.2			

) '
	in 3.2 3.6 Explain the strengths and weaknesses of media and Communication listed in 3.2	Explain the strengths and weaknesses of media and Communication listed in 3.2			
10-12	 4.1 Explain Media of Communication as social force 4.2 Explain Media of Communication as a social institution. 4.3 Explain Media of Communication as an agent of social change 	Explain Media of Communication as social force Explain Media of Communication as a social institution. Explain Media of Communication as a an agent of social change	Books Journals Internet Computer Marker board		
,	AATIONAL				

General	Objective 5.0: Understand Me	dia and Communication	Audience
13-15	5.1 Define Audience	Explain Audience	Books
		Emplain Flagrence	Journals
	5.2 Define Media and	Explain Media	Internet
	communication	and	Computer
	Audience	communication	Marker board
	5.3 Explain types of	Audience	
	Media and	Explain types of	
	communication	Media and	
	Audience	communication	
	5.4 Explain the	Audience	
	characteristics of	Explain the	
	Media and	characteristics of	
	communication	Media and	
	Audience	communication	
	5.5 Mention the	Audience	
	approaches of Media	Discuss the	
	and communication	approaches of	
	Audience	Media and	
	measurement	communication	
		Audience	
		measurement	

Evaluation: CA – 40%

News writing and Reporting I

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION							
COURSE: News writing and Reporting I	COURSE CODE: MAC 115	Contact Hours; 3					
	Credit Unit: 3	Theoretical: 2 Hour/week					
Year: I Semester: I	Pre-requisite:	Practical: 1 Hour/week					

GOAL: This course is designed to acquaint student with the knowledge and skills on the theory and practice of news writing, editing and reporting

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Understand the concept of storytelling
- 2.0 Understand the concept of news
- 3.0 Know the news sources and process of news gathering
- 4.0 Know the concept of newswriting
- 5.0 Know the structure of news story
- 6.0 Know the duties and responsibilities of a reporter

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION						
COURSE TITLE: News Writing and Reporting I	COURSE CODE: MAC 115	Contact Hours: 2 Hours				
and Reporting 1	Credit Unit: 3	Theoretical: 2 Hour/week				
Year: I Semester: I	Pre-requisite:	Practical: 1 Hour/week				

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to acquaint student with the knowledge and skills on the theory and practice of news writing, editing and reporting

General Objective 1.0: Understand the concept of storytelling

THEORETICAL CONTENT				PRACTICAL CONTEN	Γ	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning	Teacher's	Resources
				Outcome	Activities	
1-2	1.1 Define story	Explain story	Textbooks			
			Journals			
	1.2 Explain Storytelling	Explain Storytelling	Marker board			
			Computer			
	1 * 1	Explain types of	Projector			
	storytelling	storytelling:				
		OralWritten				
	1.4 Explain the journalist	 Visual 				
	as a storyteller	Digital				
		Explain the journalist				
	1.5 Explain the approaches	as a storyteller				
	in storytelling	Y				
		Explain the approaches				
		in storytelling				

General	Objective 2.0: Understand the co	oncept of news				
3	2.1 Define News	Define News	Textbooks			
	2.2 Explain types of news	Explain types of news	Journals Computer Marker board			
	2.3 Explain the qualities of news	Explain the qualities of news	Projector			
	-	Explain news values				
General	Objective: 3.0 Know the news so	ources and process of no	ews gathering			
4-7	3.1 Explain the sources of	Explain the sources of	Textbooks	Identify sources	Guide student to:	Newspaper
	news	news	Journals Computer	of news	Identify sources of news	Radio set
	3.2 Explain the classification	Explain the	Marker board Projector	Classify news sources		Tv set
	of news sources	classification of news			Classify news	Tv news
	3.3 Explain cultivation of news	sources	Y		sources	bulletin
	sources	Explain cultivation of	7	establish relationship with news sources	Demonstrate how to	Magazine
	3.4 Explain sources protection	news sources		Demonstrate news source	establish relationship with	Computer
		Explain sources		protection	news sources	Internet
	3.5 Explain news gathering	protection Explain news		Identify the tools for	Demonstrate news	Camera
	3.6 Explain the tools for news	gathering		news gathering	source protection	Storage
	gathering			Gather news	Identify the tools for	device
		Explain the tools for		Summer news	news gathering	Microphone
		news gathering				Digital
					Gather news	Audio
						recorder
						Multimedia

						Projector
General	Objective 4.0: Know the concep	ot of newswriting	1	1		
8-10	4.1 Define Newswriting	Explain Newswriting	Textbooks Journals	Write news using different styles	Guide students to:	Sample news scripts
	4.2 Explain the 5Ws and H of newswriting	Explain the 5Ws and H of newswriting	Computer Marker board Projector	Visit a media house	Write news using different styles	Newspaper Dummy
	4.3 Explain the newswriting styles	Explain the newswriting styles		CAL	Visit a media house	News bulletin
	4.4 Explain the structure of newswriting	Explain the structure of newswriting				Newspaper Magazines
	4.5 Explain the organisational house style of newswriting	Explain the organisational house style of newswriting				Computer Internet Tv set Audio mixers Headphone Headphone with talkback Vision mixer

General	General Objective 5.0: Know the structure of news							
11-12	5.1 Explain the structure of	Explain the structure	Textbooks	Identify the structure of	Guide students to:	Sample		
	news	of news	Journals	news		news scripts		
			Computer		Identify the structure	D 11 .:		
	5.2 Define news headline	Explain news headline	Marker board	Pick Headline	of news	Bulletin		
			Projector		L	Newspapers		
	5.1 Explain types of headlines	Explain types of		Identify byline of various	Pick Headline			
	For English sylphone and an arrangement	headlines		news stories	Identify byline of	Magazines		
	5.2 Define byline	Explain byline		Pick the lead	Identify byline of various news stories	Newspaper		
				Fick the read	various news stories	Dummy		
	5.3 Define Lead	Explain Lead		Classify lead	Pick the lead			
	5.5 Define Lead	Explain Ecad		Classify icad	l lek the lead	Tv set		
	5.4 Explain types of lead	Explain types of lead		Write story for	Classify lead	Radio set		
	2.1 Explain types of lead	Explain types of lead		multimedia platforms				
	5.5 Explain the body of the	Explain the body of			Write story for	Computer		
	story	the story			multimedia	Internet		
	•	<u> </u>			platforms			
	Objective 6.0: Know the duties a			T	T	_		
13-15	6.1 Define a reporter	Explain a	Textbooks	Identify the reporters	Guide students to	Sample		
		reporter	Journals	in the newspaper	Identify the	news scripts		
	6.2 Define beat	Explain beat	Computer	organization.	reporters in the	Bulletin		
	6.3 Define a beat	Define a beat	Marker board	T1	newspaper	Bulletili		
	reporter/correspondence	reporter/correspondence	Projector	Identify news channels	organization.	Newspapers		
	reporter/correspondence	e reporter/correspondence		and news process.	Identify news	Magazines		
	6.4 Explain the duties	Explain the		Use accurate news	channels and news	Magazines		
	and responsibilities	duties and		terminologies e.g. beat,	process.	Newspaper		
	of a reporter	responsibilities		lead, scoop, etc.	process.	Dummy		
		of a reporter		,, F,	Use accurate news	Tyract		
	6.5 Explain the	Explain the			terminologies	Tv set		
	contemporary	contemporary				Radio set		
	(multitasking) role	(multitasking)				G.		
	of a reporter:	role of a				Computer		
	Content creator	reporter:						

for multimedia platforms Editor Content delivery on multimedia platforms, etc.	 Content creator for multimedia platforms Editor Content delivery on multimedia platforms, etc. 	Internet

Evaluation CA: 40%

Examination: 609

Fundamentals of Broadcasting

PROGRAMME: NATIONAL DIPLOMA (ND) MAS	SS COMMUNICATION	
COURSE TITLE: Fundamentals of Broadcasting	COURSE CODE: MAC 116	Contact Hours 3
	Credit Unit: 3	Theoretical: 2Hours/Week
Year I Semester I		Practical: 1Hour/Week
	Pre-requisite:	

GOAL: The course is designed to acquaint the student with the knowledge and skills of broadcasting

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Understand the evolution of broadcasting
- 2.0 Know Radio as medium of broadcasting
- 3.0 Know Television as medium of broadcasting
- 4.0 Understand the role of National and international broadcasting organizations

PROGR	RAMME: NATIONAL DIPLO	MA (ND) MASS COM	MUNICATION	1		
	E TITLE: Fundamentals of	COURSE CODE: M.	AC 116		Contact Hours: 3 Hours	
Broadca	sting	Credit Unit: 3			Theoretical: 2Hours/wee	ek
Year:	I Semester: I				Practical: 1 Hour/week	
		Pre-requisite:			$\Diamond \mathcal{Y}$	
	E SPECIFICATION: THEOR			4		
GOAL:	The course is designed acquaint	the student with the kn	owledge and ski	lls of broadcastin	g	
General	Objective 1.0 Understand the ev	olution of broadcasting				
THEOF	RETICAL CONTENT			PRACTICAL C	ONTENT	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learnin Outcome	Teacher's Activities	Resources
1-2	 1.1 Define broadcasting 1.2 Explain the types of broadcasting: Radio (Audio) TV (Audio-visual) Multimedia (Digital) 1.3 Explain the characteristics of broadcasting 1.4 Trace the evolution of broadcasting 	Explain broadcasting Explain the types of broadcasting: • Radio (Audio) • TV (Audiovisual) • Multimedia (Digital) Explain the characteristics of broadcasting	Textbooks Journals Computer Marker board Projector			
	1.5 Trace the development of broadcasting in Nigeria	Trace the evolution of broadcasting Trace the development of broadcasting in				

		Nigeria				
General	Objective 2.0: Know Radio as n	nedium of broadcasting				
3-6	2.1 Define Radio	Define Radio	Textbooks	Identify the departments	Guide students to:	Radio set
			Journals	in a Radio station		
	2.2 Define Radio	Explain Radio	Computer		Identify the	Audio Mixer
	broadcasting	broadcasting	Marker board	Identify the personnel	departments in a	
			Projector		Radio station	Microphone/f
	2.3 Explain the	Explain the		broadcast		ilters
	characteristics of radio	characteristics of			Identify the	
		radio		7 7 1	personnel involved	Headphone
	2.4 Explain the strength and			frequency on a radio set	in radio broadcast	
	weaknesses of radio	Explain the				Editing
		strength and			Identify types of radio	software
	2.5 Explain the departments	weaknesses of		programme	frequency on a radio	
	in a Radio station	radio			set	Computer
				Demonstrate a radio		
	2.6 Explain the personnel	Explain the			Prepare a radio script	Sound card
	involved in radio	departments in a			of a programme	
	broadcasting	Radio station	Y			Sound
			,		Demonstrate a radio	monitors
	2.7 Explain terminologies	Explain the		programme	broadcast/streaming	
	of radio broadcasting	personnel				Digital Audio
		involved in radio			T ' 4 4 1'	recorders
		broadcasting			Listen to a radio	G.
	2.8 Explain the types of radio			1	programme	Storage
	frequency:	Explain		broadcasting		device
	Analogue (AM/FM/MW)	terminologies of		Visit a radio station	Demonstrate the use	Camerla madia
	Digital (HD/	radio		Visit a radio station	of equipment for	Sample radio scripts
		broadcasting			radio broadcasting	scripts
	2.9 Explain functions	Evaloin the types of				Internet
	of radio broadcasting	Explain the types of			Visit a radio station	miternet
	2.10 Explain radio script	radio frequency:				
		• Analogue				
	A Y	(AM/FM/MW)				

	2.11 Explain radio script formats	• Digital (HD				
		Explain functions				
	2.12 Explain radio equipment	of radio broadcasting				
	and their functions:					
	Production/Post production equipment	Explain radio script				
	Engineering/broadcasting	Explain radio script				
	equipment	formats				
	equipment	Torritats				
	2.13 Explain radio	Explain radio				
	broadcasting chain (starting	equipment and their				
	from microphone to radio set)	functions:				
	Tom incrophone to radio set)	Production/Post				
		production				
		*				
		equipment				
		Engineering/bro				
		adcasting	· •			
		equipment				
		Explain radio)			
		broadcasting chain				
		(starting from				
		microphone to radio				
		set)				
General (Objective 3.0: Know Television	as medium of broadcas	ting			•
7-11	3.1 Define Television	Explain Television	Textbooks	Identify the departments	Guide students to:	Television set
, 11	3.1 Bellie Television	Explain Television	Journals	in a television station	Surac students to.	1 CIC VISION SCC
	3.2 Define Television	Explain Television	Computer		Identify the	Audio Mixer
	Broadcasting	Broadcasting	Marker board		departments in a	Audio Mixel
	Dioaucasting	Divadeasting	Projector	1 2 1	television station	Vision mixer
	2.2 Evaloin the	Evaloin the	riojector		television station	v ision imxer
	3.3 Explain the	Explain the		broadcasting	I donatify the	
	characteristics of	characteristics of			Identify the	N. 1. (c)
	Television	Television		Identify types of television	personnel involved	Microphone/f

3.4 Explain the strength and	Explain the		broadcasting	in Television	ilters
weaknesses of	strength and			broadcasting	
Television	weaknesses of		Prepare a television script		Camera
	Television		of a programme	Identify types of	
3.5 Explain the departments				television	Camera
in a Television station	Explain the		Demonstrate a television	broadcasting	Tripods
	departments in a		broadcast/streaming		_
	Television station		\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Prepare a television	Teleprompter
3.6 Explain the personnel			Watch a television	script of a programme	
involved in Television	Explain the		programme		Dolly
broadcasting	personnel involved			Demonstrate a	
	in Television		Visit a Television station	television	Audio
	broadcasting			broadcast/streaming	console
3.7 Explain terminologies			Demonstrate the use of		
of Television	Explain		Television equipment	Watch a television	Cycloramer
broadcasting	terminologies of		7 1	programme	
	Television				Cable
	broadcasting	Y		Visit a Television	converters
3.8 Explain the types of		y		station	
Television broadcasting:	Explain the types of				Sound
• Terrestrial	Television	y		Demonstrate the use	Converters
Close-circuit	broadcasting:	1		of Television	
Outside broadcasting	Terrestrial			equipment	Lights
Direct broadcast satellite	• Close-circuit				
- Breet broadcast saterific	• Outside				
3.9 Explain functions	broadcasting				Headphone
of television broadcasting	Direct broadcast				
of television broadcasting	satellite				Editing
3.10 Explain stages of	Explain functions				software
television broadcasting:	of television				
Pre-production	broadcasting				Computer
• Production	ero uu vuo uu sung				
Post-production	Explain stages of				
1 Ost production	television				Sound
	broadcasting:				monitors
	orouccusting.				1

	 3.11 Explain television script 3.12 Explain television script formats 3.13 Explain Television equipment and their functions: Production/Post production equipment Engineering/broadcasting equipment 3.14 Explain television broadcasting chain (starting from microphone to television set) 	 Pre-production Production Post-production Explain television script Explain television script formats Explain Television equipment and their functions: Production/Post production equipment Engineering/bro adcasting equipment Explain television broadcasting chain (starting from microphone to 				Digital Audio recorders Storage device Sample radio scripts Internet
		television set)				
	Objective 4.0: Understand the ro			<u> </u>	T	1
12-15	 4.1 Explain National broadcasting: Community Local Regional National Network 	Explain National broadcasting:	Journals	Identify the national and international broadcast organisations	Guide students to identify the national and international broadcast organisations	International agreements and Statutes NBC enabling law

4.2 Explain international	Explain international			
broadcasting	broadcasting			
4.3 Explain the roles of	Explain the roles of			
National broadcasting	National			
organizations:	broadcasting			
• BON	organizations:		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
• NBC	• BON		Y	
	• NBC			
4.4 Explain the roles of				
international broadcasting	Explain the roles of			
organisations:	international			
	broadcasting			
• EBU	organisations:			
• ABA,	EDII			
• IBI	• EBU			
• WBU	• ABA,	AY		
• AIB	• IBI	Y		
• AUBAR	• WBU			
 International 	• AIB	Y		
Telecommunication	• AUBAR			
Satellite Organization	• International			
(INTELSAT)	Telecommuni			
	cation			
4.5 Explain the overview of	Satellite			
broadcast organizations in	Organization (INTELSAT)			
Nigeria:	(INTELSAT)			
 Ownership 	Explain the overview			
Regulation	of broadcast			
 Sustainability 				
	organizations in			
	Nigeria:			
	Ownership			
	 Regulation 			

<u>. </u>		
	Sustainability	

Evaluation: CA: 40% Examination: 60%

Principles of Advertising

	Principles of Advertising	
PROGRAMME: NATIONAL DIPLOMA (ND)	MASS COMMUNICATION	~ > ′
COURSE TITLE: Principles of Advertising	COURSE CODE: MAC 117	Contact Hours: 3
	Credit Unit: 3	Theoretical: 2 Hours/week
Year I Semester I		
	Pre-requisite:	Practical: 1 Hours/week
GOAL: The course is designed to equip the studen	t with the knowledge and skills of advert	ising
GENERAL OBJECTIVES : On completion of this	s course, the students should be able to:	
1.0 Understand the concept of advertising		

- 1.0 Understand the concept of advertising
- 2.0 Understand advertising as a communication process
- 3.0 Understand the roles of advertising in the society
- 4.0 Know the features of advertising
- 5.0 Understand advertising appeal
- 6.0 Understand advertising media
- 7.0 Understand the role of research in advertising
- 8.0 Know the preparation and production of advertising materials
- 9.0 Understand the legal and ethical environment of advertising
- 10.0 Know an Advertising agency
- 11.0 Understand new trends in advertising
- 12.0 Know career prospects in advertising

PROGRAM	IME: NATIONAL DIPLO	MA (ND) MASS COM	IMUNICATION	N			
	TITLE: Principles of	COURSE CODE: M	AC 117	Co	ontact Hours: 3 Hours	Hours	
Advertising		Credit Unit: 3		Т	Theoretical: 2 Hours/weel	ζ	
Year: I	Semester: I						
		Pre-requisite:		P	Practical: 1 Hour/week		
COURSE S	PECIFICATION : THEO	RETICAL AND PRACT	ΓICAL				
GOAL: Th	e course is designed to equip	the student with the kn	owledge and skil	ls of advertising			
General Obj	ective 1.0: Understand the o	concept of advertising					
THEORET	TICAL CONTENT			PRACTICAL CO	NTENT		
Week Sp	pecific Learning Outcome	Teacher's Activities	Resources	Specific Learning	Teacher's	Resources	
			,4	Outcome	Activities		
1-2 1.1	Define advertising,	Explain advertising,	Textbooks	Y			
	advertiser and	advertiser and	Journals	Y			
	advertisement	advertisement	Periodicals)				

advertisement		Internet	
1.2 Explain the history of		Marker Board	
advertising		Projector	
	the world with	y 0 j 0000	
1.3 Explain the difference	emphasis on		
between Advertising and:	Nigeria Y		
 Public relations 			
 Marketing 	Explain the difference		
 Marketing 	between Advertising		
Communication	and:		
Publicity	Public relations		
Media Independent	 Marketing 		
Propaganda	Publicity		
 Sales Promotion 	 Propaganda 		
 Branding 	Sales Promotion		
 Content Providers 	Branding		
 Influencer 	Content Providers		

	Social MediaExperiential marketing	Influencer			
General	Objective 2.0 Understand adve	rtising as a communicat	tion process		
3-4	2.1 Define communication	Explain	Textbook		
		communication	Marker		
	2.2 Explain advertising as		Marker Board	*	
	communication concept	Explain advertising as	Projectors		
		communication	Internet		
	2.3 Define advertising as	concept			
	strategic communication				
	2.4 Explain advertising as a	Explain advertising as			
	communication process:	strategic			
	Lasswell Model:	communication			
	Who: advertiser		· ·		
	• Says What:	Explain advertising as			
	advertisement	a communication	,		
	To Whom: Target	process:			
	audience	Lasswell Model			
	• In What Manner:	• Who:			
	medium	advertiser			
	• With What Effect:	Says What:			
	Intended/Unintended	advertisement To Whom:			
	Response	7			
	SMCR Model	Target audience			
	• Source: Advertiser	In What			
	Message:	Manner:			
	Advertisement	medium			
	• Channel: Advertising	With What			
	- Chamiel, Havertishing	- Willi Wilat			

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	media	Effect:			
	Receiver: Target	Intended/Unint			
	Audience	ended			
		Response		4	
	2.5 Explain communication	SMCR Model			
	goals of advertising	• Source:			
		Advertiser			
		Message:			
		Advertisement			
		• Channel:			
		Advertising			
		media			
		• Receiver:			
		Target			
		Audience			
		Explain	Y		
		communication goals	,		
		of advertising			
General	Objective: 3.0 Understand the ro	oles of advertising in the	society		
5	3.1 Explain the roles of	Explain the roles of	Textbook		
	advertising in the society		Marker		
			Marker Board		
	3.2 Explain the functions of		Projectors		
	advertising in the society	Explain the types of	Internet		
		advertising			
	3.3 Explain the types of	/			
	advertising	Explain the features of			
	A	advertising			
	3.4 Explain the features of				
	advertising				
,					49

enera	al Objective: 4.0 Know the feature	s of advertising			
6	4.1 Explain the types of	Explain the types of	Textbook		
	advertising	advertising	Marker		
			Marker Board		
	4.2 Explain the features of	Explain the features of	Projectors		
	advertising	advertising	Internet		
enera	al Objective 5.0 Understand adver	Ÿ			
7	5.1 Define psychology	Explain psychology	Textbook		
			Marker		
	5.2 Define motivation	Explain motivation	Marker Board		
			Projectors		
	5.3 Explain Hierarchy of needs	Explain Hierarchy of	Internet		
		needs			
	5.4 Explain the role of				
	advertising in satisfying	Explain the role of	X		
	needs	advertising in	Y		
		satisfying needs			
	5.5 Explain advertising appeal)		
		Explain advertising			
		appeal			
	5.6 Explain types of				
	advertising appeal	Explain types of			
		advertising appeal			
nera	al Objective 6.0 Understand adver	tising media			
8	6.1 Explain advertising media	Explain advertising	Textbook		
		media	Marker		
	6.2 Explain the types of		Marker Board		
	advertising media	Explain the types of	Projectors		
		advertising media	Internet		

T						
	6.3 Explain the characteristics	Explain the			, , , , , , , , , , , , , , , , , , ,	
	of advertising media	characteristics of				
		advertising media			\(\frac{1}{2}\)	
	6.4 Explain the Categories of			_		
	advertising media:	Explain the Categories			\sim	
	Above-the-line	of advertising media:			,	
	Below-the-line	Above-the-line				
	Through-the-line	Below-the-line				
		• Through-the-				
		line				
General	Objective 7.0 Understand the ro	le of research in adverti	sing			
9	7.1 Define oder wilder and	Evaluia adres visios	Toyyth o - 1-	Conduct advertising	Guide students to:	Audio
) 9	7.1 Define advertising research	_	Textbook	research	Outde students to:	Audio
	7.2 Evalain the basis west 1	research	Marker	research	Conduct advertising	Visual
	7.2 Explain the basic methods	E-ulain dha haai	Marker Board		research	Tygot
	of conducting advertising	Explain the basic	Projectors			Tv set
	research	methods of	Internet			Radio set
	7.2 F1-in the manage of	conducting				Computer
	7.3 Explain the process of	advertising research) *			Computer
	advertising research	Evaloia the annexe of				Multimedia
	7 4 Familia di altra impresso.	Explain the process of				projector
	7.4 Explain the importance of	advertising research				
	research in advertising					
		Explain the				
		importance of				
Conomal	Objectives 8.0 Vnew the person	research in advertising		l miolo		
General (Objective: 8.0 Know the prepara			Analyse advertising brief	Guida studants to:	Sample
10	8.1 Define advertising copy.	Explain advertising	Textbook	Analyse advertising offer	prepare an	brief
	9.2 Evalsia adominia	copy.	Marker	Design advertising	advertising copy	01101
	8.2 Explain advertising copy	Evaloin odvertisirs	Marker Board	material for a	mar trusing copj	Sample
	writing.	Explain advertising	Projectors	product/brand	Analyse advertising	advert
		copy writing.	Internet			

						<u> </u>
	8.3 Explain the principles of copy writing	Explain the principles of copy writing		Produce an advert	brief Design advertising	Sample commercial
	8.4 Explain the advertising brief 8.5 Explain how to prepare advertising material: • Radio • Television • Outdoor • Digital • Press 8.6 Explain how to produce advertising materials: • Audio • Audio Visual	Explain the advertising brief Explain how to prepare advertising material: • Radio • Television • Outdoor • Digital • Press Explain how to produce advertising materials: • Audio			material for a product/brand Produce an advert	Sample jingles computer printer Tv set Projector Radio set Storage devices
	• Print	Audio VisualPrint				
General	Objective 9.0: Understand the le		ment of advertis	ing	1	
11	9.1 Explain the legal environment of advertising	Explain the legal environment of advertising	Textbook Marker Marker Board			
	9.2 Explain the ethical environment of advertising	Explain the ethical environment of advertising	Projectors Internet Computer			
	9.3 Explain the regulatory agencies in advertising:ARCON		Nigeria Code of Advertising Practice			
	AAAN OAAN	advertising: • ARCON				

 MIPAN NPAN EXMAN NBC BON NAFDAC SON FCCPC 9.4 Explain the Nigerian Code		
of Advertising Practice	Code of Advertising Practice	
	JARD FO	
		5

General (Objective 10.0 Know an Adverti	sing Agency				
12	10.1 Define advertising agency	Explain advertising agency	Textbook Marker	Visit an advertising agency	Organise visit to an agency	Organogra m of an advertising
	10.2 Explain the departments in an advertising agency	Explain the departments of an	Marker Board Projectors Internet	Setup an advertising	Guide student to: Setup an advertising	agency
	10.3 Explain the functions of an advertising agency	agency Explain the functions	Computer	agency	Role play in an	
	10.4 Explain how advertising agency is remunerated	of an advertising agency		Role play in an advertising agency	advertising agency	
	10.5 Explain the personnel in an advertising agency	Explain how advertising agency is remunerated				
		Explain the personnel in an advertising agency	3 - 1			
	Objective 11.0: Understand new			1	T	T
13	11.1 Explain the new trends in advertising	Explain the new trends in advertising	Textbooks Journals Internet	Use case study	Guide students to use case study	Sample case study
	new trends in advertising	Discuss case study on new trends in	Computer Multimedia			
		advertising	Projector Marker board Magazine			
	Objective 12.0: Know career pro	spects in advertising				
14-15	12.1 Explain career prospects in advertising	Explain career prospects in	Textbooks Journals			

12.2 Explain the types of	advertising	Internet	
career prospect in advertising		Computer	
	Explain the types of	Multimedia	
12.3 Explain the importance of	career prospect in	Projector	
career prospect in advertising	advertising	Marker board	
		Magazine	
12.4 Explain the challenges of	Explain the		
advertising practice in Nigeria	importance of career		
	prospect in advertising		
	Explain the challenges		
	of advertising practice		
	in Nigeria		

EVALUATION:

CA - 40%

EXAMINATION – 609

YEAR I SEMESTER II

Media Writing and Style II

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Media Writing and Style II	Course Code: MAC 121	Contact Hours; 2				
	Credit Unit: 2	Theoretical: 1				
Year: I Semester: II	Pre-requisite:	Practical: 1				

GOAL: This course is designed to equip students with writing skills needed for media and communication

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Know print media writing
- 2.0 Know the skills of writing for Public Relations
- 3.0 Know the skills of digital media writing
- 4.0 Understand style in media writing
- 5.0 Know idiomatic expressions in Media Writing

PROGRAMME: NATIONAL DIPLO				
COURSE TITLE: Media Writing and Style II	COURSE CODE: MAC 121	Contact Hours: 2		
Style II	Credit Unit: 2	Theoretical: 1		
Year: 1 Semester: II	Pre-requisite:	Practical: 1		
COLIDGE ODECITICATION THEOL	COLIDGE CRECIEICATION THEODETICAL AND DEACTICAL			

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to equip students with writing skills needed for communication and media

GENERAL OBJECTIVE 1.0: Know print media writing

THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-4	1.1 Explain print media1.2 Explain types of print media1.3 Explain print media writing	Explain print media Explain types of print media Explain print media writing	Textbooks Journals Internet Computer Projector	Write news stories Write features	Guide students to write news Guide students to write features	Sample newspaper Sample magazine
	 1.4 Explain types of print media writing 1.5 Explain presentation styles in print media writing 1.6 Explain the guidelines fo writing a news copy 	Explain types of print media writing News Features Editorials Cartoons Letters to the editor, etc. Explain presentation styles in print media writing				

		Explain the guidelines for writing a news copy				
General (Objective 2.0: Know the skills o		ations			_
5-8	 2.1 Define Public Relations 2.2 Explain various forms of writings in public relations 2.3 Explain terminologies in public relations writing 2.4 Explain how to write for 	Explain Public Relations Explain various forms of writings in public relations Explain how to write for public relations	Textbooks Journals Internet Computer Projector	Write news releases Write plans for crisis management Write a proposal to organize a special event	Guide students to write news releases Guide students to write plans for crisis management Guide students to write a proposal to organize a special event	Sample news Sample crisis managemen t plans Sample proposals
G 1.4	public relations	C 1' '. 1 1' '.'		<u>'</u>		
	Objective 3.0: Know the skills o			1	_	T
9-10	 3.1 Explain digital medium of communication 3.2 Explain forms of digital communication 3.3 Explain digital media writing 3.4 Explain how to write for digital media platforms 	Explain digital medium of communication Explain forms of digital communication Explain digital media writing Explain how to write for digital	Textbooks Journals Internet Computer Projector	Write for different media platforms such as • Blog posts, • e-books, • e-magazines (e-zines, webzines, cyberzines), • e-newspapers, • e-journals, • podcasts, • social media	Guide students to: Write for different media platforms such as Blog posts, • e-books, • e-magazines (e-zines, webzines, cyberzines), • e-newspapers,	Computer Internet Sample digital media contents
	ONAL	media platforms		• updates etc.	e-journals,podcasts,social mediaupdates etc.	

General	Objective 4.0: Understand style	in media writing				
12-13	4.1 Define style	Explain style	Textbooks	Write media content	Guide students to:	Sample
			Journals	using different styles	Write media content	_
	4.2 Explain the types of	Explain the	Internet		using different styles	
	style in media writing	types of style	Computer			
		in media	Projector			
	4.3 Explain the	writing				
	functions of style in			Y		
	media writing	Explain the				
		functions of				
		style in media				
		writing				
General	Objective 5.0: Know idiomatic e	expressions in Media W	riting			
14-15	5.1 Define idioms	Define idioms	Textbooks	Identify idiomatic	Guide students to:	Sample
			Journals	expressions	identify idiomatic	writings
	5.2 Explain idiomatic	Explain idiomatic	Internet		expressions	
	expressions	expressions	Computer			
			Projector		Identify idiomatic	
	5.3 Explain the functions of	Explain the functions	~	Identify idiomatic	expressions used in	
	idiomatic expressions in media		Y	expressions used in	media writings	
	writing	expressions in media		media writings		
		writing				
	5.4 Explain how to use			L		
	idiomatic expressions in	Explain how to use		Write media content	Write media content	
	different media writings	idiomatic expressions		using different idiomatic	using different	
		in different media		expressions	idiomatic	
		writings			expressions	

EVALUATION: CA 40% EXAMINATION: 60%

Indigenous Communication Systems

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Indigenous Communication	Course Code: MAC 122	Contact Hours: 2				
Systems	Credit Unit: 2	Theoretical: 1				
Year: I Semester: I	Pre-requisite:	Practical: 1				

GOAL: This course is designed to expose the students to indigenous communication systems

GENERAL OBJECTIVES: On completion of this course, the students should be able to

- 1.0 Understand the concept of Indigenous Communication Systems
- 2.0 Know the instruments of indigenous communication
- 3.0 Understand the iconography of indigenous communication
- 4.0 Know the demonstrative channels of indigenous communication
- 5.0 Know folk media and extra-mundane means of communication
- 6.0 Know verbal Communication, Media and information dissemination in Nigeria
- 7.0 Know the use of names, venue-oriented, and institutional channels of indigenous communication

			OMA MASS COMMUN				
		LE: Indigenous	COURSE CODE: MA	C 122	Conta	ct Hours: 2	
Commu	nicatioi	n Systems	Credit Unit: 2		Theo	retical: 1	
Year: 1	1 Ser	nester: II	Pre-requisite:		Pract	ical: 1	
		CIFICATION: THEO	<u> </u>			1	
			se the students to indiger	nous communica	tion systems		
GENER	AL O	BJECTIVE 1.0: Under	stand the concept of Indig	genous Commun	ication Systems		
		AL CONTENT	1		PRACTICAL CONTE	ENT	
Week	Spec	ific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1	Define Indigenous Communication Systems	Explain Indigenous Communication Systems	Textbooks, Journals, Internet Computer			
	1.2	Explain the characteristics of indigenous communication systems	Explain the characteristics of indigenous communication systems	Projector			
	1.3	Explain the reasons for Studying indigenous communication Systems	Explain the reasons for Studying indigenous communication Systems Explain the contents of				
	1.4	List the contents of indigenous communication systems	indigenous communication systems				

	1.5	Explain the functions	Explain the functions			Y	
		of indigenous	of indigenous				
		communication	communication				
		systems	systems				
	1.6		Explain the challenges				
		of indigenous	of indigenous			1	
		communication	communication				
		systems	systems				
General (Objectiv	ve 2.0: Know the instrum	nents of indigenous com	munication			
3-5		efine instruments of	Explain instruments of	Textbooks,	Identify indigenous	Guide students to:	Drums
		indigenous	indigenous	Journals,	instruments used in	Identify indigenous	
		communication	communication	Internet	Communication	instruments used in	Gong
				Computer		Communication	
		st the types of	Explain types of	Projector	Draw indigenous		Trumpet
		instruments used in	instruments used in		communication	Draw indigenous	
		indigenous	indigenous		instruments	communication	Rattles
		communication	communication		L	instruments	
		drawing from	drawing from		Visit a museum	Visit a museum	Shakers
		immediate culture	immediate culture			Visit a museum	
	225						Horns
		plain the types of	Explain the types of				
		instruments used in	instruments used in				
		indigenous	indigenous				
		communication and the					
		communication	the communication				
		functions drawing from the immediate culture	functions drawing from the immediate				
		the minediate culture	culture				
Canaral (vo 2 0: Understand the ice	conography of indigenou	s communication	<u> </u>		
			0 1			I	
4		ine iconography of	Explain	Textbooks,	Identify indigenous	Guide students to:	Dane gun
		ndigenous	iconography of	Journals,	icons of Communication		
	CO	ommunication	indigenous	Internet	Identify channels of	icons of	
			communication	Computer	iconography in	Communication	

3.2 Explain channels of iconography in indigenous communication 3.3 Explain the function of iconographic devices in communication 3.4 Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices such as kolanut, cowrics; feather, white dove etc. General Objective 4.0: Know the demonstrative channels of communication Explain the function of objectified devices such as kolanut, cowrics; feather, white dove etc. General Objective 4.0: Know the demonstrative channels of communication Explain the function of objectified devices such as kolanut, cowrics; feather, white dove etc. General Objective 4.0: Know the demonstrative channels of communication 4.1 Define demonstrative channels of communication Explain the functions of demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication A.3 List examples of lateral communication Explain the function of objectified devices, floral, plants and crops forms of traditional values to give a talk Drinking crops forms of communication Explain the function of objectified devices, floral, plants and crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms of traditional values to give a talk Drinking crops forms	_						
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3.4 Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the objectified devices, floral, plants and crops in communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. feather, white dove etc. feather, white dove etc. formunication 5-6 4.1 Define demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of communication Explain the function of objectified devices, floral, plants and crops in talk Invite a custodian of traditional values to give a talk Invite a custodian of traditional values to give a talk Projective 4.0: Know the demonstrative channels of lateral values to give a talk Drinking water Dates Invite a custodian of traditional values to give a talk Fraditional Costume Projector Projector Projector Fraditional Costume Ocupation Ocupation Ocupation Fraditional Costume Ocupation O		iconographic devices in	Explain the function of		communication		
3.4 Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the objectified devices, floral, plants and crops in communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of communication Explain the demonstrative channels of communication Explain the functions of demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of communication A list examples of communication Songs A list examples of communication Explain the functions of demonstrative channels of communication A list examples of communication Explain the function of demonstrative channels of communication Explain the functions of demonstrative channels of communication Explain the functions of demonstrative channels of communication Explain the function of devices at alk Demonstrate: Demonstrate: Demonstrate: Demonstrate: Dem		communication	iconographic devices			objectified devices,	
3.4 Explain the function of objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication Explain Textbooks, Journals, Internet of communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define demonstrative channels of communication Explain Textbooks, Journals, Internet Computer Computer Projector Projector Fraditional demonstrate: Octume Octume Octume Octume Octuming			in communication				Drinking
objectified devices, floral, plants and crops in communication Explain the function of objectified devices, floral, plants and crops in communication Explain the objectified devices, floral, plants and crops in communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define demonstrative channels of communication Explain demonstrative channels of communication Computer Projector Explain the functions of demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of A List examples of communication A List examples of communication Explain the functions of demonstrative channels of communication Explain the functions of demonstrative channels of communication A List examples of communication Explain the functions of demonstrative channels of communication A List examples of communication Explain the functions of demonstrative channels of communication Explain the functions of demonstrative channels of communication Explain the objectified devices, floral, plants and crops in communication Explain the objectified devices, floral, plants and crops in communication Explain the objectified devices at alk Demonstrate: • Dance drama • Chanting • Drumming • Drumming • Cultural display • Cultural display		3.4 Explain the function of				crops forms of	
Communication Explain the function of objectified devices, floral, plants and crops in communication Explain the objectified devices such as kolanut, cowriess feather, white dove etc. General Objective 4.0: Know the demonstrative channels of communication 5-6 4.1 Define demonstrative channels of communication Explain demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication Finditional demonstrate: Objective 4.0: Know the demonstrative channels of indigenous communication Explain demonstrative channels of communication Computer Projector Fraditional Objective 4.0: Know the demonstrative demonstrate: Objective 4.0: Know the demonstrative channels of indigenous communication Explain Textbooks, Journals, Internet Computer Projector Octanting Dournels Octanting Dournels Conditional Costume Octanting Dournels Conditional Costume Octanting Dournels Conditional Costume Octanting Computer Projector Octanting Conditional Costume Octant		objectified devices, floral,			a talk	communication	Water
objectified devices, floral, plants and crops in communication Explain the objectified devices such as kolanut, cowries; feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define demonstrative channels of communication Explain demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication Explain the functions of demonstrative channels of communication 4.3 List examples of Communication Songs Cultural display traditional values to give a talk Traditional Demonstrate: Ostume Dournels Computer Projector Songs Cultural display Cultural display Traditional values to give a talk Traditional values to give a talk		plants and crops in					Dates
floral, plants and crops in communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define demonstrative channels of communication Explain demonstrative channels of communication Computer Projector Explain the functions of demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of communication Explain the functions of demonstrative channels of communication A.3 List examples of communication Explain the functions of demonstrative channels of communication Explain the demonstrative demonstrative channels of communication Explain the demonstrative channels		communication	Explain the function of				
in communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define demonstrative channels of communication 5-6 4.2 Explain the functions of demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of communication A.3 List examples of communication Explain the objectified devices such as kolanut, cowries, feather, white dove etc. Traditional consumation Demonstrate: Demonstrate: Dance drama Costume Computer Projector Projector Songs Cultural display Cultural display			objectified devices,				
Explain the objectified devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define			floral, plants and crops		y	give a talk	
devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define			in communication		1		
devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define							
devices such as kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define							
kolanut, cowries, feather, white dove etc. General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6							
General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6							
General Objective 4.0: Know the demonstrative channels of indigenous communication 5-6 4.1 Define demonstrative channels of communication Communication 4.2 Explain the functions of demonstrative channels of communication Explain the functions of demonstrative channels of communication A.2 Explain the functions of demonstrative channels of communication Explain the functions of demonstrative channels of communication A.3 List examples of Communication Traditional Costume Onumming Traditional Costume Onumming Songs Cultural display Cultural display							
5-6 4.1 Define demonstrative channels of communication demonstrate: Dance drama Chanting Chanting Drumming Songs Cultural display Alies examples of communication							
demonstrative channels of communication demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of demonstrative channels of communication Dance drama of chanting of Chanting of Cultural display Costume Traditional instruments Costume Computer Projector Songs Cultural display display		•				T	T
of communication channels of communication chanting chantin	5-6		1 ± 7	· · · · · · · · · · · · · · · · · · ·			
4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of Computer Projector Projector • Drumming • Songs • Chanting • Drumming • Songs • Cultural display • Chanting • Drumming • Songs • Cultural display • Songs • Cultural display				· · · · · · · · · · · · · · · · · · ·	 Dance drama 		
4.2 Explain the functions of demonstrative channels of communication 4.2 Explain the functions of demonstrative channels of communication 4.3 List examples of Projector • Songs • Cultural display • Cultural display • Cultural display		of communication			 Chanting 	 Dance drama 	
functions of demonstrative channels of communication Explain the functions of demonstrative channels of communication 4.3 List examples of communication Explain the functions of demonstrative channels of communication • Cultural display • Cultural display			communication	-	 Drumming 	 Chanting 	instruments
demonstrative channels of communication functions of demonstrative channels of channels of communication 4.3 List examples of communication				Projector	 Songs 	 Drumming 	
demonstrative channels of communication functions of demonstrative channels of channels of communication functions of demonstrative channels of channels of communication functions of demonstrative display			/		_	 Songs 	
channels of communication		demonstrative channels	functions of			 Cultural 	
channels of communication		of communication				display	
			channels of				
demonstrative channels		4.3 List examples of	communication				
		demonstrative channels					

	of indigenous	Liat the			· · · · · · · · · · · · · · · · · · ·	
	communication	examples of				
	drawing from	demonstrative			CX'	
	immediate cultures	channels of		4		
		indigenous				
		communication				
		drawing from				
		immediate				
		cultures				
General	Objective 5 0: Know folk media	and extra-mundane mea	ans of communic	eation		
7-10	5.1 Define folk media	Explain folk media	Textbooks,	Role play:	Guide students to	Audio
			Journals,	Traditional	role play:	Visual
	5.2 Explain the characteristics	Explain the	Internet,	Storytelling	Traditional	recorder
	of folk media	characteristics of folk	Projector	 Presentation 	Storytelling	
		media	Computer	using traditional	 Presentation 	
	5.3 Explain the forms of folk			proverbs and	using	
	media and their	Explain the forms of		parables	traditional	
	communication functions	folk media and their 🗸		Myths	proverbs and	
		communication		 Extra-mundane 	parables	
	5.4 Define parables and	functions		 Incantations 	• Myths	
	proverbs				• Extra-	
		Explain parables and		•	mundane	
	5.5 Explain the features of	proverbs			 Incantations 	
	parables and proverbs					
		Explain the features of				
	5.6 Explain the similarities	parables and proverbs				
	and differences between					
	parables and proverbs	Explain the				
		similarities and				
	5.7 Explain the	differences between				
	communication functions	parables and proverbs				
	of proverbs and parables					
		Explain the				
	5.8 Define myths	communication				

			•
5.9 Explain features of myths5.10 Explain the functions of myths	functions of proverbs and parables Explain myths		
5.11 Define extra-mundane means of communication	Explain features of myths		
5.12 Explain features of extra-mundane means of communication	Explain the functions of myths		
5.13 Explain the types of extra-mundane means of communication	Define extra-mundane means of communication Explain features of extra-mundane means of communication Explain the types of extra-mundane means of communication		
ONAL			

General	Objective 6.0: Know verbal Cor	nmunication, Media and	information dis	semination in Nigeria		
11-12	6.1 Explain indigenous	Explain indigenous	Textbooks,	Produce radio	Guide students to	Radio
	Language	Language	Journals,	programme in	produce radio	
			Internet,	indigenous language	programme in	Microphone
	6.2 Explain multilingualism	Explain	Projector		indigenous language	_
		multilingualism	Computer)	
	6.3 Explain Media and					
	Communication	Explain Media and		X Y		
		Communication				
	6.4 Explain Indigenous					
	Language, Pidgin, Media and	Explain Indigenous				
	Information Dissemination	Language, Pidgin,				
		Media and Information				
	6.6 Explain the use of Radio	Dissemination				
	Indigenous Public					
	Enlightenment Programme to	Explain the use of				
	Promote Development in	Radio Indigenous	XY			
	Nigeria	Public Enlightenment				
		Programme to Promote				
		Development in	Y			
		Nigeria				
	6.7 Explain how to harness					
	Indigenous, Conventional and					
	New Media of Communication					
	for Effective Information	Indigenous,				
	Dissemination	Conventional and New				
		Media of				
		Communication for				
		Effective Information				
Cononel	Objective 7.0. Vranda Name	Dissemination	atitutional Class	nole of Communication		
	Objective 7.0: Know the Names				C-: 1414- 1	TC-11-1
13-15	7.1 Explain the history of indigenous communicative	Explain the history of	Textbooks, Journals,	Identify indigenous communicative names	Guide students to:	Talking
		U	· /	communicative names	Identify indigenous	drum Cong
	names	communicative names	Internet,	<u> </u>	communicative	Gong

7.2 Explain indigenous	Explain indigenous	Projector	Identify Venue-oriented	names	Trumpet
communicative names	communicative names	Computer	Channels of indigenous		Dane gun
			communication	Identify Venue-	
7.3 Explain the functions of	Explain the functions			oriented Channels of	
communicative names	of communicative		Perform the role of a	indigenous	
	names		town crier	communication	
7.4 Explain Venue-oriented					
Channels of indigenous	Explain Venue-			Perform the role of a	
communication	oriented Channels of			town crier	
	indigenous				
7.5 Explain institutional	communication				
channels and the					
communication patterns of	-				
traditional authorities and	channels and the				
socio-political	communication		,		
organisations	patterns of traditional				
	authorities and socio-				
7.6 Explain the institutional	political organisations				
communication forms and					
their uses	Explain the				
	institutional				
	communication forms				
	and their uses				

EVALUATION: CA 40% EXAMINATION: 60%

Digital Communication

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Digital Communication	Course Code: MAC 123	Contact Hours: 3				
	Credit Unit: 3	Theoretical: 1				
Year: I Semester: II	Pre-requisite:	Practical:1				

GOAL: This course is designed to equip student with knowledge of digital communication

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Understand the concept of digital communication
- 2.0 Know the uses of email
- 3.0 Know short message services (SMS) and multimedia messaging services (MMS)
- 4.0 Know blogging as digital communication
- 5.0 Understand podcast as digital communications
- 6.0 Understand website as digital communication
- 7.0 Understand the concept of digital media
- 8.0 Know social media as digital media platforms
- 9.0 Understand digital footprints and reputation

	E TITLE: Digital	COURSE CODE: MA	AC 123	Contact	Hours: 3)	
ommur	nication	Credit Unit: 3		Theore	tical: 1	
Year 1	I Semester: II	Pre-requisite:		Practic	al· 2	
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL						
	This course is designed to equip			munication		
	AL OBJECTIVE 1.0: Unders	stand the concept of dig	ital communicat			
THEOR	RETICAL CONTENT			PRACTICAL CONTEN	T	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
	1.1 Define Digital	Explain Digital	Textbooks	Outcome	Activities	
1-2	communication	communication	Journals	Y		
_			Marker			
	1.2 Trace the evolution of	Trace the evolution of	Markerboard			
	digital age in	digital age in	Projector			
	communication	communication	stand/board			
			Computer			
		Explain the element of				
	1.3 Explain the element of	digital communication				
	digital communication:	 Transmitter 				
	 Transmitter 	 Communication 				
	 Communication 	channel				
	channel	Receiver				
	Receiver					
		Explain the				
	1.4 Explain the	characteristics of				
	characteristics of digital	digital communication				
	communication					

	1.5 Explain the types of	Explain the types of			()	
	Digital communication	Digital				
		communication				
	1.6 Explain the advantages					
	of Digital	Explain the				
	communication	advantages of Digital				
		communication				
	1.7 Explain the					
	_	Explain the				
	communication	disadvantages of				
		Digital				
	1.8 Explain the difference	communication				
	between digital					
	communication and	Explain the difference				
	digital media	between digital		Y		
		communication and				
		digital media				
			, , , , , , , , , , , , , , , , , , ,			
General	Objective 2.0: Know the uses					
	2.1 Define Electronic mail	Explain Electronic	Textbooks	Set up an email account	Guide students to:	Websites
3	(email)	mail (email)	Journals		set up an email	Sample Email
			Marker		account	Internet
	2.2 Explain the components	Explain the	Markerboard	Send and reply message		Smartphone
	of email:	_	Projector	from an email account		Laptop
	 Message Header 	Message Header			Send and reply	
	(addresses of sender	(addresses of	stand/board		message from an	
	and recipient; subject	sender and	Computer		email account	
	of the message	recipient;				
	Body	subject of the				
	Message signature	message				
		• Body				
		 Message 				
		signature				
	\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\					

email Explain terminologies in email: • @ Oy(cc) On copy tion (CTA) ts Description tessage • Carbon copy(cc) • Blind carbon copy (Bcc) • Call To Action (CTA) • Attachments • Bounced message • Mail list • Spam, etc Decess of account. Explain the importance of email Explain the process of opening an email account. Explain how to send									
General Objective 3.0: Know short message services (SMS) and multimedia messaging services (MMS)									
rt Message Explain Shor	Journals t Marker s Markerboard Projector	•	Compose SMS	Internet Computer Smart phones					
	email Explain terminologies in email: • @ Oy(cc) On copy Ition (CTA) Its Description	email Explain terminologies in email: • @ Oy(cc) On copy • Carbon copy(cc) • Blind carbon copy (Bcc) • Call To Action (CTA) • Attachments • Bounced message • Mail list • Spam, etc Ocess of account. Explain the importance of email O send an Explain the process of opening an email account. Explain how to send an email. W short message services (SMS) and multimedia means and the services of services (SMS) and multimedia means and services (SMS) and	email Explain terminologies in email: • @ Oy(cc) On copy • Carbon copy(cc) • Blind carbon copy (Bcc) • Call To Action (CTA) • Attachments • Bounced message • Mail list • Spam, etc Ocess of account. Explain the importance of email O send an Explain the process of opening an email account. Explain how to send an email. w short message services (SMS) and multimedia messaging services (MMS) Explain Texting Textbooks Journals Message Explain Short Marker Message Explain Short Marker	email Explain terminologies in email:					

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	3.3 Explain the importance of	Explain the	stand/board	Develop an MMS		
	SMS	importance of SMS	Computer		Develop an MMS	
				Deliver an MMS		
	3.4 Explain the process of	Explain the process of			Deliver an MMS	
	1 -	sending SMS				
	3.5 Explain Multimedia	Explain Multimedia		\sim		
	<u> </u>	Messaging Service				
	liviessaging service (wilvis)	(MMS)				
	3.6 Describe Components of					
	_	Describe Components				
		of MMS				
	• pictures	• text	,			
	• audio	pictures		Y		
	• video	audio				
		video				
	3.7 Explain the importance of					
	MMS	Explain the				
		importance of MMS				
	3.8 Explain the process of					
	sending MMS	Explain the process of				
		sending MMS				
	3.9 Explain the difference					
		Explain the difference				
		between SMS and				
		MMS				
General (Objective 4.0: Know blogging a		on			
	- Jime v wor zamow orogging v	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3				
5	4.1 Define Blogging	Define Blogging	Textbooks	Identify types of blogs	Guide students to:	Smart phone
			Journals			Computer
	4.2 Define Blogs	Define Blogs	Marker			Internet
	1.2 Define Blogs	D11110 D1050	Markerboard	or up a personal cros		Blogsites
	4.3 Trace the evolution of	Trace the evolution of			Set up a personal	21060100
			Projector		blog	
	Blog	Blog	stand/board		olog	
			stand/board			

General	 personal niche news multimedia businesses, etc 4.5 Explain how to set up a	a blog				
6-7	5.3 Explain the importance of podcasting 5.4 Explain types of podcasts • interview • narrative • educational 5.5 Explain features of a podcast: • intro • content • outro 5.6 Explain the production	podcasting Explain the importance of podcasting Explain types of podcasts • interview • narrative • educational Explain features of a podcast: • intro • content • outro	Marker board Projector Projector stand/board Computer	Identify types of podcasts	Guide students identify types podcasts	to Microphones of (USB, Dynamic and Condenser) Audio Mixer Recording Software (Adobe audition) Headphones Computer Camera

	5.7 Explain a content calendar	Explain a content calendar			
	5.8 Explain how to create a				\(\(\frac{1}{2}\)
		Explain how to create			
		a content calendar			
Genera	l Objective 6.0: Understand webs	site as digital communic	cation		
8-9	6.1 Define Website	Define Website	Textbooks	Identify categories of	
			Journals	websites	identify categories of Internet
	6.2 Trace the evolution of	Trace the evolution of	Marker		websites computer
	website	website	Marker board		
			Projector		
	6.3 Explain the importance of	Explain the	Projector		Visit major news
	websites as digital	importance of	stand/board 🦼	Visit major news websites	websites
	communication	websites as digital	Computer	Y	
		communication		,	
	1 1	Explain the	Y		
	of a website:	components of a	O ,		
	 Web design 	website:			
	 Content 	 Web design) /		
	 Navigation 	 Content 			
	Functionality	 Navigation 			
		 Functionality 			
	6.5 Explain the categories of	Explain the categories			
		of websites:			
	Governmentgov	•Government-			
	Educationedu	.gov			
	Nonprofitorg	• Educationedu			
	Commercialcom	• Non-profitorg			
	Informationinfo	• Commercial-			
	- information linto	.com			
		• Informationinfo			
		mionimulon inito	1		

 webpage web server search engine, etc 6.7 Explain how to create a website	Explain terminologies of websites: • webpage • web server • search engine, etc. Explain how to create a website			
		T		
7.2Explain terminologies in digital media 7.3 Explain the types of digital media: • Text • Image • Audio • Video • multimedia 7.4 Explain the characteristics of digital media 7.5 Explain the uses of digital media 7.6 Explain digital file	Explain terminologies in digital media		Convert file into digital format	identify types of Smartphones

	7.7 Explain the	Explain the procedure			Y	
	procedure for	for converting digital				
	converting digital files	files into different				
	into different format	format				
General (Objective 8.0: Know social me	dia as digital media plat	forms	5		
11-13	8.1 Define Social media	Define Social media	Textbooks	Identify types of social	Guide students to:	Internet
			Journals	media platforms	identify types of	Smartphones
		Explain the difference	Marker		social media	Computer
	8.2 Explain the difference	between media and	Markerboard	Open social media	platforms	Internet
	between media and social		Projector	accounts	F	Laptop
	media		Projector		open social media	
		of social media	stand/board	Use social media account	*	
	8.3 Explain the evolution of	01 50 01 111 01 11		for digital		
	social media	Discuss types of	Company	communications	use social media	
		social media:		· ·	account for digital	
		• Blogs			communications	
	8.4 Explain types of social	 Social network 	\wedge \vee			
	media:	(Facebook,	· ·			
	Blogs	Instagram.	V			
	Social network	Microblog(X)	Y			
	(Facebook,	• Podcast				
	Instagram					
	Microblog(X)	• Video				
	• Podcast	(YouTube)				
		• Wikis				
	• Video (YouTube)	• RRS feed, etc				
	• Wikis					
	RRS feed, etc	Explain categories of				
		social media user:				
	8.5 Explain categories of	 Creator 				
	social media user:	• Critic				
	• Creator	 Collectors 				
	• Critic	 Joiners 				
	 Collectors 	 Spectators 				

Joiners	• inactive				
• Spectators					
• Inactive	Explain how to open				
	social media account				
8.6 Explain how to open					
social media account	Explain the usefulness				
	of social media				
8.7 Explain the usefulness	of account		Y		
social media account:	5.				
• sharing	Discuss the				
• learning	advantages of social				
interacting	media:				
 marketing, etc 	• Connectivity				
	• Real time		Y		
8.8 Explain the advantages	of communication				
social media:	• Access to				
Connectivity	information, etc	X			
Real time communication	D:	Y			
 Access to information, 	characteristics of				
etc	social media	Y			
	104fo.mag.				
8.9 Explain the characterist	• Facebook				
of social media platforms:	• Instagram				
• Facebook	You Tube				
Instagram	Y X				
You Tube	TikTok				
• X					
• TikTok	• snapchat				
Snapchat	LinkedIn, etc				
LinkedIn, etc					
General Objective 9.0: Understand of	ligital footprints and reputa	tion			
14-15 9.1 Explain Digital footprin	nt. Explain Digital	Textbooks	Build a digital footprint.	Guide students to:	Internet
	footprint.	Journals		build a digital	Smartphones
		L		<u> </u>	l .

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9.2 Explain the implications		Marker		footprint. Computer
of digital footprints	Explain the	Marker board	Generate and post content	
 online identity 	implications of digital	Projector	on digital platforms	Generate and post
 offline identity 	footprints	Projector		content on digital
	 online identity 	stand/board		platforms
9.3 Explain Digital identity	• offline identity	Computer	Like content on digital	
			platforms	
9.4 Explain the concept	Explain Digital			Like content on
virality in digital	identity			digital platforms
communication	-		Share content on digital	
			platforms	
9.5 Explain viral behaviour	Discuss the concept			Share content on
	virality in digital			digital platforms
9.6 Explain how to build	communication			
	Explain how to build		Y	
• post	digital identity:			
• share	post			
• like	• share			
	• like			

EVALUATION: CA 40% EXAMINATION: 60%

Graphic design for media and communication

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION									
COURSE TITLE: Graphic design for media and	COURSE CODE: MAC 124	Contact Hours 3							
communication	Credit Unit: 3	Theoretical:2							
Year I Semester II									
	Pre-requisite:	Practical: 1							

GOAL: This course is designed to equip student with knowledge and skills of graphic design in media and communication

- 1.0 Know the concept of graphic.
- 2.0 Know graphic designer in media and communication
- 3.0 Understand the concept of typography.
- 4.0 Understand measurement and sizes in graphic design
- 5.0 Know paper and ink quality
- 6.0 Know layout and design formats
- 7.0 Know production of posters, flyers and banners
- 8.0 Know graphics for set design and captioning of audio-visual production
- 9.0 Understand emerging trends in media and communication graphics.

PROGR	RAMME: NATIONAL DIPLO	MA (ND) MASS COM	MUNICATIO	N		
	E TITLE: Graphic design for	COURSE CODE: MA	AC 124	Co	ontact Hours: 3	
media ar	nd communication	Credit Unit: 3		Ţ	heoretical: 2	
Year: I	Semester: II				À	
		Pre-requisite:		Pi	ractical: 1	
	SE SPECIFICATION: THEOR					
GOAL:	This course is designed to equip	student with knowledg	ge and skills of g	raphic design in med	lia and communication	
General	Objective 1.0: Know the concep	t of graphic		10,		
THEO	RETICAL CONTENT			PRACTICAL CON	NTENT	_
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1	 1.1 Define graphics 1.2 Explain the elements of graphics in media and communication: Typefaces, Illustration, Captions Logo 1.3 Explain the functions of graphics in media and communication 1.4 Explain types of graphic elements used in media and communication 	of graphics in: media	Textbooks Journals Marker Marker Board Projector Computer	Identify types of gra elements used in me and communication	edia	Internet Computer Software Sample graphic designs Illustrations Newspapers Magazines Sample Story Board Sample Scripts Sample adverts: Posters Flyers AGM report Catalogue Printer Laptop TV set Monitor

General Objective 2.0: Know graphic designer in media and communication						
2	2.1 Define a Graphic designer	Explain a Graphic	Textbooks	Visit a media and	Guide students to:	Website
		designer	Journals	communication outfit	visit a media and	Sound system
			Marker			Headphones
	2.2 Explain the functions of a		Marker Board		outfit	Website
	graphic designer	of a graphic designer	Projector			Computer
	2.3 Explain the	Explain the position/	Projector	Observe the function of a		
		designation of a	stand/Board		U 1	Software
	graphic designer in:	graphic designer in:	Computer			TV Set
	• Newspaper	Newspaper		outfit		Bulletins
	• Magazine	Magazine				Newsletters
	• TV	• TV				Newspapers
	• Radio	• Radio	_		identify the functions of a	Magazine
	• Advertising	Advertising		a graphic designer	4 . 4 .	Cable TV
	Public relation	Public relation		Y	r -	Storage Device Internet
	• Film	• Film		Demonstrate role of a	Demonstrate role of	mternet
	• Book	• Book		inclinionshale role of a	a graphic designer	
	• Publications	• Publications	Y	grapine designer		
	• websites, etc	• websites, etc	~			
	- websites, etc	websites, etc	Y			
	2.4 Explain the functions	Explain the functions	1			
	of each of graphic	of each of graphic				
	designer as identified in	designer as identified				
	2.3.	in 2.3.				
General (Objective 3.0: Understand the co	oncept of typography				
3	3.1 Define typography in	Explain typography	Textbooks			
	graphic design	in graphic design	Journals			
	225 1: 1 :6: 4		Marker			
		Explain classification	Marker Board			
	typography: • San	of typography: • San	Projector			
	• San Serif	• San Serif	Projector			
	Script	• Script	stand/Board			
	Monospace	 Monospace 	Computer			

	• display	 display 			
	3.3 Explain the principles of typography:	Discuss the principles of typography:			
	typography	typography			
General (Objective 4.0: Understand meas	71 0 1 7	phic design		
4-5	4.1 Explain measurement in		Textbooks		
	graphics design	in graphics design	Journals		
	4.2 Explain types of measurement	Explain types of measurement	Marker Marker Board Projector Projector		
	4.3 Describe types of sizes	Describe types of sizes	stand/Board		
	4.4 Explain the characteristics of typefaces.	Explain the characteristics of typefaces.	Computer		
	4.5 Explain the selection process of types sizes for different purpose	Explain the selection process of types sizes for different purpose			
	4.6 Explain the characteristics of faces by: • types	Discuss the characteristics of faces by:			
	• sizes	typessizes			

General (Objective 5.0: Know paper and i	ink quality				
	 5.1 Explain the categories of: Paper Ink 5.2 Describe the qualities of: Paper Ink 	Explain the categories of: • Paper • Ink Explain the qualities of: • Paper • Ink	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer		Guide students on; Identify categories of paper and ink for graphic design Select paper and ink for graphic design. Design a material	Paper Ink Sample Material Computer Laptop Software Photocopier Newspapers
	5.3 Explain the guideline for selection of paper and ink for different graphic design	Explain the guideline for selection of paper and ink for different graphic design			using paper and ink	Magazine Printer Scanner Storage Device
General (Objective 6.0: Know layout and	design formats				
7-8	6.1 Explain make-up	Explain make-up	Textbooks Journals	Identify graphic software	Guide students to:	Dummy sheet Computer
	6.2 Explain Layout	Explain Layout	Marker Marker Board	Install graphic	Identify graphic software	Laptop Software
	6.3 Explain design	Explain design	Projector Projector	software	install graphic	Photocopier Newspapers
	6.4 Explain types of: • Make-up	Explain types of: make-up	stand/Board Computer	Use installed software for graphic	software	Magazine Printer
	LayoutDesign	layout design		design to do a make-up and layout	Use installed software for graphic design to do a	Scanner Storage Device
	 6.5 Explain the software for graphic design: CorelDraw Adobe Photoshop Canva, etc. 	Explain the software for graphic design:			make-up and layout	Graphic software

		• Canva, etc.				
		• Canva, cic.				
General Ob	jective 7.0: Know production	of posters, flyers and b	anners		4	1
9-10 7	7.1 Define Graphic production of: Posters, leaflet/flyers handbills banner programme of events, etc 7.2 Explain the following: Rosters Flyers Handbills Banner, etc 7.3 Explain the steps for preparation and production of: Poster Flyers Flyers	of posters, flyers and b Explain Graphic production of: • posters, • Leaflet/flyers • Handbills • Banner, • Programme of events, etc Explain the following: • Rosters • flyers • handbills • banner, etc Explain the steps for preparation and production of: • Poster • Flyers • Handbills • Banner, • Program me of event, etc	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer	handbill, flyer and banner Differentiate between: Spot colour Manual, and Full colour photographic treatment Demonstrate colour separation procedure Design a poster, flyer, handbill or banner for a product or organisation	banner Differentiate between: Spot colour Manual, and Full colour	Sample: posters Flyers Handbill Banner Computer Laptop Software Photocopier Newspapers Magazine Printer Scanner Storage Device

separation procedure in graphic design	Explain colour separation in graphic design Explain colour separation				
General Objective 8.0: Know graphics fo	procedure in graphic design Explain the different colour treatment	ing of audio-vis	gual production		
General Objective 6.6. Know grapines to	a set design and caption	ing of addio-vis			
between graphic design for: • TV news production • Commercial production 8.2 Explain the process of set design for audio-visual production (TV, commercials,	difference between graphic design for: TV news production Commercial	Journals Marker Marker Board Projector Projector stand/Board Computer	between design for TV news and commercial production Demonstrate how to construct a basic set design for an audio-visual production-TV, commercials, Film, etc	Identify differences between design for TV news and commercial production Demonstrate how to construct a basic set design for an audiovisual production-	Photocopier Newspapers Magazine Printer
graphics of audio-visual production 8.5Expalin the process of captioning audio-visual	Define caption Explain captioning in graphics of audiovisual production Explain the process of		Design caption formats andcredits for a programme-news, advert, etc Demonstrate how to lay out still photographs for	Design graphic for any audio-visual set Design caption formats andcredits for a programme-	

	8.6 Explain 3-dimesional	captioning audio-		television programme	Demonstrate how to	
	elements in graphic	visual			lay out still	
					photographs for	
		Explain 3-dimesional			television	
		elements in graphic			programme	
General (Objective 9.0: Understand Emer	ging Trends in media a	nd communication	on graphics		
13-15	9.1: Explain emerging trends	Explain emerging	Textbooks	Identify emerging trends	Guide student to:	Internet
	in media and communication	trends in media and	Journals	in media and		Websites
	graphics	communication	Marker		Identify emerging	
		graphics	Marker Board		trends in media and	
			D., . : 4		communication	
	9.2: Explain the challenges of	Explain the challenges	Projector	Identify the challenges of	graphics	
	emerging trends in graphics	or emerging trends in	stand/Board	emerging trends in		
	communication	media and	Computer 🗸	graphics communication		
		communication	Company		Identify the	
		graphics			challenges of	
					emerging trends in	
			X		graphics	
					communication	
			2			

EVALUATION: CA 40% FXAMINATION: 60%

NEWS WRITING AND REPORTING II

PROGRAMME: NATIONAL DIPLOMA MASS		
COURSE TITLE: NEWS WRITING AND	Course Code: MAC 125	Contact Hours: 3
REPORTING II	Credit Unit: 3	Theoretical: 2
Year: I Semester: II	Pre-requisite: MAC 115	Practical:1

GOAL: This course is designed to acquaint student with the knowledge and skills of news writing and reporting

- 1.0 Understand Beat reporting
- 2.0 Understand style and headline casting in news writing and reporting
- 3.0 Understand research-based reporting
- 4.0 Know to write specialised news report
- 5.0 Know the professional hazards and safety measures in reporting
- 6.0 Understand legal and ethical limitations in reporting
- 7.0 Know the application of software in news writing and reporting

PROGRAMME: NATIONAL DIPLO		
COURSE TITLE: News Writing and Reporting II	COURSE CODE: MAC 125	Contact Hours: 3hours
Reporting II	Credit Unit: 3	Theoretical: 2hours
Year: I Semester: II	Pre-requisite: MAC 115	Practical: 1hour

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to acquaint student with the knowledge and skills of news writing and reporting

GENERAL OBJECTIVE 1.0: Understand Beat reporting

THEOF	RETICAL CONTENT			PRACTICAL CONTEN	Т	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define Beat1.2 Explain types of Beats	Explain Beat Explain types of Beats		Identify of different news beat	beat	Digital Audio Recorders Digital Video
	1.3 Explain Beat reporting1.4 Explain a beat reporter	Explain Beat reporting Explain a beat	Projectors Computers Internet Videos	Observe news event in assigned beat on campus Write news story on	Guide students to Identify of different news beat	cameras Reporter's Notebook Newspapers Magazines
	1.5 Explain the qualities of a beat reporter	reporter Explain the qualities of a beat reporter		assigned beats	Observe news event in assigned beat on campus	Internet
	1.6 Explain the requirements for covering a beat	requirements for covering a beat			Write news story on assigned beats	
	1.7 Explain concept of Truth, Objectivity and Accuracy of news writing and reporting.					

	d Objective 2.0: Understand style	-	-			
3-5	7.1 Define style in news	Explain style in news	Textbooks Journals	Use AP Style to write:	Guide students to:	AP Style Book Dictionaries
	writing and reporting	writing and reporting	Marker Board	Headline	Use AP Style to write:	Thesaurus
	7.2 Explain the elements of	Explain the elements	Projectors	DatesNumbers	Headline	Computer
	Writing Style	of Writing Style	Computers	Numbers	• Dates	Internet
	 Inverted pyramid 	 Inverted pyramid 	Internet		 Numbers 	Reporters note
	Objective tone	 Objective tone 	Videos			book
	Active voice, etc	Active voice, etc		Edit a new material using	Edit a new material	Sample newspapers
	7.3 Explain different Style	Explain different Style		AP Style guidebook	using AP Style	Sample
	Guides of news writing	Guides of news		1111	guidebook	Magazine
	and reporting	writing and reporting		Cast Headlines for different stories	Cast Headlines for	
	7 4 Evenlain AD Style	Evaloin AD Stylo		unicient stories	different stories	
	7.4 Explain AP Style Guidelines for writing:	Explain AP Style Guidelines for				
	 Headline 	writing:				
	Numbers	• Headline				
	Dates	 Numbers 				
	 Punctuations 	• Dates	Y			
	• Titles	 Punctuations 				
	 Addresses, etc. 	• Titles				
		Addresses, etc				
	7.5 Define Headline	Explain Headline				
	7.6 Explain types of	Explain types of				
	Headlines	Headlines				
	7.7 Explain the functions of	Explain the functions				
	Headlines	of Headlines				
		Explain the rules				
		guiding casting of				

	7.8 Explain the rules guiding	headlines in news				
	casting of headlines in news witing and reporting	witing and reporting				
Genera	al Objective 3.0: Understand research					
Genera	ii Objective 3.0. Onderstand resea	ren-based reporting				
6-8	3.1 Define research	Define research	Books Journals	State the research importance of research in	Guide students to:	Reporter's note
	3.2 Explain research-based reporting 3.3 Explain the importance research in news writing and reporting 3.4 Explain research methods in news writing and reporting		Internet Marker Projector Marker Board Computer	news reporting Identify research methods in news reporting Conduct an interview Transcribe interview	state the research importance of research in news reporting identify research methods in news reporting Conduct an interview	pad Digital Audio recorder Smartphones Internet Computer Microphones Headphones Camera
	3.5 Explain how to conduct an interview 3.6 Explain transcription	Explain how to conduct an interview			Transcribe interview write a news stories	
	3.6 Explain how to conduct a vox-populi.	Explain how to conduct a vox-populi.			conducted conduct a vox- populi write news stories	
	ONA				on the vox-populi conducted	

10	4.1 Define Specialised	Explain	Books	Visit:	Organise students to	Newspapers
	reporting	Specialised	Journals	Courts	visit:	Magazine
		reporting	Internet	Marketplace	Courts	Tranguario
	4.2 Explain the differences between specialised reporter from a reporter	Differentiate specialised reporter from a reporter	Marker Projector Marker Board Computer	Government offices Local Assemblies	Marketplace Government offices Local Assemblies	Sample new stories on: Personalities Celebrities meetings/conve
	 4.3State the specialised areas of news reporting Judiciary Sports Celebrities Health 	State the specialised areas of news reporting Judiciary Sports Celebrities		Attend: Government functions Meetings/convention Sport events Political events Social /media events	Organise students to attend: Government functions Meetings/convention Sport events Political events Social /media events	ntions speeches Disasters Crime Sports Courts civil
	 Politics Education Aviation Maritime Crime Finance Environment Parliamentary 	 Health Politics Education Aviation Maritime Crime Finance Environment 		Observe: Court proceedings Legislative proceedings	Guide students to observe: Court proceedings Legislative proceedings Guide students to	elections, Public affair (local, state national, international.
	 Public affairs (federal, state, & local governments) Events 	 Parliamentary Public affairs (federal, state, & local governments) 		Write news stories on: activities of government and politics.	write news stories on: • activities of government and politics.	
	Entertainment, etc.	 Events Entertainment		 court proceedings, crime trials and law suits 	• court proceedings, crime trials and	

		T		1		1
	4.4 Explain the process of	Explain the process of		 legislative 	lawsuits	
	writing Specialised	writing different forms		proceedings and law	legislative	
	reporting:	Specialised reporting		making	proceedings and	
				sporting events	law making	
	4.5 Explain how to report	Explain how to report		 marketplace, 	sporting events	
	different news events:	different news events:		(business, industry,	• marketplace,	
	 Accidents, 	 Accidents, 		labour, agriculture,)	(business,	
	 Emergencies 	 Emergencies 		etc.	industry, labour,	
	 Natural disasters 	Natural			agriculture,) etc.	
	Special Events	disasters			,,	
	~p************************************	• Special Events		Write stories on:	Write stories on:	
		~ F		 Accidents 	 Accidents 	
	4.6 Explain Breaking News	Explain Breaking		 Emergencies 	 Emergencies 	
		News		• Special events	 Special events 	
				y special contains	- F	
	4.7 Explain Developing story	Explain Developing				
	in news writing and reporting	1 0				
General (Objective 5.0: Know the profess		v measures in re	porting		
	5.1Define hazards	Explain hazard		Demonstrate professional	Guide students to:	Pictorials
				hazards of reporting.	Demonstrate	Video clips
	5.2Explain professional	Explain	Marker Board	1 0		Audio clips
	hazards of reporting	professional hazards	Projectors		of reporting.	
	Transfer B	of reporting	Computers		- 1 · · · · · · · · ·	
		of Topolding	_	Demonstrate safety	Demonstrate safety	
	5.3 Explain the safety	Explain the safety		_	measures that a	
	measures available to	measures available to		_	reporter can adopt	
	reporters.	reporters		1	I.	
General (Objective 6.0: Understand legal		n reporting	1		1
13-14		Explain the legal	Textbooks			
	limitations in news	Imitations in	Journals			
	writing and reporting	reporting	Marker Board			
	manag and reporting	• Defamation	Projectors			
		• Sedition	Computers			
		• Copyright	Internet			
L		Copyright				

General	limitations in news	• Cyber crime Explain the ethicallimitations in reporting tion of software in 1	news	s writing and re	porting		
15	7.2 Explain the application of software in news writing and reporting	news writing And reporting Explain application of softw in news writing reporting Explain	the vare	Journals Internet Marker Projector Marker Board	Use software to write and report news	identify software of news writing and reporting Use software to write and report news	Newsroom computer systems Final Draft software Adobe Audition Adobe Premiere Computer Internet
		Artificial Intellige in news writing reporting					

EVALUATION: CA 40% EXAMINATION: 60% **Principles of Public Relations**

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION						
COURSE TITLE: Principles of Public Relations	COURSE CODE: MAC 126	Contact Hours: 3				
Year I Semester II	Credit Unit: 3	Theoretical: 2Hour/week				
	Pre-requisite:	Practical: 1Hour				

GOAL: The course is designed to equip the student with the knowledge and skills of public relations practice

- 1.0 Understand the history of public relations
- 2.0 Understand the communication process in public relations
- 3.0 Understand the roles and functions of public relations in the society
- 4.0 Understand the Publics in public relations
- 5.0 know the strategic tools of public relations
- 6.0 Understand the media of public relations
- 7.0 Know public relations research
- 8.0 know to prepare and produce public relations copy
- 9.0 Know the structure, personnel and functions of a public relations consulting firm
- 10.0 Understand legal and ethical environment of public relations
- 11.0 Understand new trends in public relations
- 12.0 Know career prospects in public relations

PROGI	RAMME: NATIONAL IPLOM	A (ND) MASS COMM	IUNICATION			
	SE TITLE: Principles of Public	COURSE CODE: MA	AC 126	(Contact Hours: 3Hours	
Relation	as Course	Credit Unit: 3			Theoretical: 2 Hours/w	eek
Year:	I Semester: II				Theoretical, 2 Hours, w	COR
		Pre-requisite:			Practical: 1Hour	
COURS	SE SPECIFICATION: THEOR	ETICAL AND PRACT	TICAL	_		
	The course is designed to equip			s of public relation	s practice	
General	Objective 1.0: Understand the h	istory of public relation	S			
THEO	RETICAL CONTENT			PRACTICAL CO	ONTENT	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning		Resources
			^	Outcome	Activities	
1-2	1.1 Define Public relations.	Explain Public	Interactive	Y		
		relations.	Board	y		
	1.2 Trace the historical		Books			
	development of public	Trace the historical	Journals			
	relations	development of public				
		relations	Periodicals			
	1.3 Explain the role of Ivy Lee		Internet			
	and Edward Barney in the	Explain the role of Ivy	Organizations			
	evolution of Public Relations	Lee and Edward				
		Barney in the				
	1.4 Explain the development	evolution of Public				
	of public relations in Nigeria	Relations				
	1.5.7					
	1.5 Explain the difference					
		Explain the				
	Advertising	development of public				
	 Marketing 	relations in Nigeria				
	Marketing					
	Communication	Explain the difference				
	 Political communication 	between public				
	Publicity	relations and:				

 Public opinion Propaganda Public Affairs Lobbying Sales Promotion CSR Branding Publishing Crisis communication Event management Experiential marketing Sponsorship Image management Reputation management 	Advertising Marketing Communication Political communication Publicity Public opinion Propaganda Public Affairs Lobbying Sales Promotion Branding Publishing Crisis communication Event management Experiential marketing Sponsorship Image management Reputation management			
General Objective 2.0: Understand the co	ommunication process i	n Public relation	S	
3-4 2.1 Define communication	Explain communication	Textbooks Journals Periodicals Internet		
2.2 Explain public relations as communication concept	Explain public relations as communication	Marker Board Projector		

2.3 Define public relations as	concept			
a form of strategic	Define public			
communication	relations as form of			
	strategic		~	
	communication			
2.4 Explain public relations as				
a communication process:	Explain public			
Lasswell Model	relations as a			
Who: individual	communication			
organisation	process:			
• Says What: PR	Lasswell Model			
message	• Who:			
To Whom: Target	individual		Y	
public	organisation			
In What Manner:	• Says What: PR			
medium	message	Y		
With What Effect:	To Whom:	•		
Intended/Unintended	Target public			
Response	• In What			
SMCR Model	Manner:			
Source: Individual	medium			
brand	• With What			
 Message: PR message 	Effect:			
Channel: PR media	Intended/Unint			
Receiver: Target public	ended			
	Response			
	SMCR Model			
2.5 Explain Communications	• Source:			
models of public relations	Individual			
	brand			
2.6 Explain communication	Message: PR			
goal of public relations	message			

2.7 Explain Melvin Sharpe	Channel: PR				
principles of PR	media				
communication	• Receiver:				
	Target public		4		
	Explain				
	Communications				
	models of public				
	relations				
	Explain				
	_				
	_				
	1				
	Explain Melvin				
	Sharpe principles of	(Y)			
	PR communication	Y			
		(
Objective 3.0: Understand the ro		the society			
3.1 Explain the role of public		Interactive			
relations in the society		Board			
		Books			
		Journals			
public relations	of public relations				
	Explain the types of				
relations	public relations	O'Sumzunons			
3.4 Explain public relations	Explain public				
activities	relations activities				
	Objective 3.0: Understand the roal 3.1 Explain the role of public relations in the society 3.2 Explain the functions of public relations 3.3 Explain the types of public relations 3.4 Explain public relations	principles of PR communication Receiver: Target public Explain Communications models of public relations Explain communication goal of public relations Explain Melvin Sharpe principles of PR communication Sharpe principles of PR communication 3.1 Explain the role of public relations in the society 3.2 Explain the functions of public relations 3.3 Explain the types of public Explain the types of public relations 3.4 Explain public relations Explain the types of public Explain the types of public relations Explain the types of public Explain the types of public relations Explain the types of public Explain the types of public relations Explain public relations Explain the types of public relations Explain public Explain public	principles of PR communication Receiver: Target public Explain Communications models of public relations Explain communication goal of public relations Explain Melvin Sharpe principles of PR communication Objective 3.0: Understand the roles of public relations in the society 3.1 Explain the role of public relations in the society 3.2 Explain the functions of public relations Explain the roles of public relations in the society Explain the roles of public relations in the society Explain the functions of public relations Explain the types of public relations Explain public Explain public	principles of PR communication media Receiver: Target public Explain Communications models of public relations Explain communication goal of public relations Explain Melvin Sharpe principles of PR communication Sharpe principles of pR communication Dijective 3.0: Understand the roles of public relations in the society 3.1 Explain the role of public relations in the society 3.2 Explain the functions of public relations 3.3 Explain the types of public relations 3.4 Explain public relations Explain the types of public relations Explain public Explain the types of public relations Explain public Explain public Explain the types of public relations Explain public Explain public	principles of PR communication Receiver: Target public Explain Communications models of public relations Explain communication goal of public relations Explain Melvin Sharpe principles of PR communication Dijective 3.0: Understand the roles of public relations in the society 3.1 Explain the role of public relations in the society 3.2 Explain the functions of public relations public relations 3.3 Explain the types of public public relations Explain the types of public relations of public relations Explain the types of public relations Explain public Explain the types of public relations Explain public Explain the types of public relations Explain public Torganizations

General	Objective 4.0: Understand the F	Publics in public relation	ıs			
6	4.1 Define Publics in public	Explain Publics in	Interactive			
	relations	public relations	Board			
			Books			
	4.2 Explain types of publics	Explain types of	Journals			
	in public relations.	publics in public	Periodicals			
		relations.				
	4.3 Explain the characteristics		Internet			
	of publics in public relations	Explain the	Organizations			
		characteristics of				
	4.4 Explain public opinion.	publics in public				
		relations				
	4.5. Explain public opinion			Y		
	formation.	Explain public				
	4.6 Define Persuasion	opinion.				
	4.6 Define Persuasion	Explain public				
	4.7 Define Propaganda	opinion formation.				
	7.7 Define i Topaganda	opinion formation.	,			
	4.8 Define Manipulation	Explain Persuasion				
	The Latest States of the Control of					
	4.9 Explain lobbying	Explain Propaganda				
		Explain Manipulation				
		Explain lobbying				
Genera	l Objective 5.0: know the strat	egic tools of public rela	ations			
7	5.1 Explain strategic public	Explain strategic	Interactive	Cut out speeches, news	Guide students to:	Newspapers
	relations	public relations tools	Board	release and press	Cut out speeches,	Magazine
	\(\frac{1}{2}\)		Books	releases from	news release and	Websites
		Explain the tools of		newspapers, magazines	press releases	Sample

5.2 Explain the tools of strategic public relations: Speeches Fact sheets Backgrounders Press Conference Interviews News Briefings Press/News Releases Flyers/Leaflets Brochures Social media Websites Blogs Photographs Annual Report Special/Corporate Event Sponsorship Social media FAQs Websites Press kits, etc	 Speeches Fact sheets Backgrounders Press Conference Interviews News Briefings Press/News Releases Flyers/Leaflets Brochures Social media Websites Blogs Photographs Annual Report Special/Corpor ate Event Sponsorship Social media FAQs Websites , Press kits, etc 	Periodicals Internet Organizations	Analyse speeches/news/press releases. Prepare a press kit/fact sheet	from newspapers, magazines and websites Analyse speeches/news/pre ss releases. Prepare a press kit/fact sheet Generate social media post	Speeches Press Releases
General Objective 6.0: Understand the m	edia of public relations	<u> </u>			
8-9 6.1 Define public relations media 6.2 Explain the three categories of public relations:	Explain public relations media	Interactive Board Books Journals			

						>
	Owned media	relations:	Periodicals			
	Earned media	Owned media	Internet			
	Paid media	Earned mediaPaid media	Organizations			
	6.4 Explain the characteristics	Explain the				
	of the media of public relations	characteristics of the				
	_	media of public				
	6.5 Explain factors guiding	relations				
	media selection in public					
	relations	Explain factors				
		guiding media				
		selection in public		Y		
Canans	1 Objective 7 O. Vaccumuhli ande	relations		y		
10	d Objective 7.0: Know public rela 7.1 Define research	Explain research	Turk	Conduct research in	Guide students to:	Audio
10	7.1 Define research	Explain research	Interactive Board	public relations	conduct research in	Visual
	7.2 Define public relations	Explain public	Books		public relations	Tv set
	research	relations research	7			Radio set
		A	Journals	Conduct opinion poll	Conduct opinion	Computer
		A	Periodicals	Conduct a stakeholder	poll Conduct a	Multimedia Projector
	7.3 Explain types of public	Explain types of	Internet	analysis	stakeholder analysis	Tiojector
	relations research	public relations	Organizations	,		
		research				
	7.4 Explain the importance of	\mathbf{O}'				
	research in public relations	2				
	7.5 Explain the methods of	Explain the				
	public relations research	importance of				
		research in public relations				
	7.6 Explain the process	relations				
1						

	research	of public relations research Explain the process of public relations research				
General	Objective 8.0: know how to pre	pare and produce public	relations copy			
11	8.1 Define PR copy.	Explain PR copy.	Interactive Board	Analyse public relations brief	Guide the students to:	Sample brief
	8.3 Explain the principles of PR copy	Explain the principles of PR copy	Books Journals	Design public relations material for a	Analyse public relations brief	Sample PR copy
	8.4 Explain the PR brief	Explain the PR brief	Periodicals Internet	product/brand Produce a PR material	Design public relations material for a product/brand	Sample commercial
	8.5 Explain how to prepare	Explain how to	Organizations	for any	a product/brand	Commercial
	copy for • Radio • Television • Outdoor • Digital • Press	prepare copy for • Radio • Television • Outdoor • Digital • Press		brand/organization: Poster Flyer Press release, etc	Produce a PR material for any brand/organization :	Sample jingles Sample Press release Sample posters Social media handles computer printer Tv set Projector Radio set Storage

	l Objective 9.0 Know the structur	e, personnel and function	ons of a public 1	relations consulting firm		devices
12	9.1 Define public relations consultancy	Explain public relations consultancy	public relations consultancy	Visit a PR firm	Organise students to: visit a PR firm	Organogr m of a PR firm
	9.2 Explain the departments in a public relations firm	Explain the departments in a	offices	Setup a PR firm Role play in a PR firm	setup a PR firm	
	a paone relations min	public relations firm		reore play in a reality	role play in a PR firm	
	9.3 Explain the functions of a public relations firm	Explain the functions of a public relations		Cr		
		firm				
	9.4 Explain how public relations firms are remunerated	Explain how public relations firms are				
<u> </u>		remunerated	<u> </u>			
			1			
		ORDI				
	3	ORRIDIT				
		ORRIDA				
		OARDY				

Genera	l Objective 10:0: Understand lega	al and ethical environme	ent of public relat	tions		
13			Interactive	10115		
13	10.1 Explain the legal	Explain the legal				
	environment of public relations	environment of public relations			W'	
	relations	relations	Books			
	10.25 1: 4 4: 1		Journals			
	10.2 Explain the ethical	Explain the ethical	Periodicals			
	environment of public	environment of public	Internet			
	relations	relations	Organizations			
	10.3 Explain the regulatory	Explain the regulatory				
	agencies in public relations:	agencies in public				
	• NIPR	relations:	,4			
	• APRA	• NIPR		Y		
	• MIPAN	• APRA		Y		
	• SON	• MIPAN				
		• SON	AY			
	10.4 Explain the Nigerian		Y			
	Code of Public relations	Explain the Nigerian				
	practice	Code of Public	,			
		relations practice				
Genera	l Objective 11.0: Understand new	trends in public relatio	ns			
14	11.1 Explain the new trends in	Explain the new	Interactive	Use case study	Guide students to	Sample case
	public relations	trends in public	Board		use case study	study
		relations	Books			
			Journals			
	11.2 Explain the types of new	Explain the types of	Periodicals			
	trends in public relations	new trends in public	Internet			
		relations	Organizations			
			Organizations			

General (Objective 12.0 Know career pros	enects in public relation	10			
				1		
15	12.1 Explain career prospects	Explain career	Interactive			
	in public relations	F = =	Board		× () }	
		relations	Books			
	10.0 E1-i 4b 4		Journals			
		Explain the types of career prospect in	Periodicals			
	1 1 1	• •	Internet			
	relations	public relations	Organizations			
	12.3 Explain the importance of	-				
	career prospect in public	importance of career				
	relations	prospect in public				
		relations				
				>		
	12.4 Explain the challenges of	Explain the challenges				
	public relations practice	of public relations	Y			
		practice	Y			

EVALUATION:

CA - 40%

EXAMINATION – 60%

YEAR II SEMESTER I

Media and Communication Theory

PROGRAMME: NATIONAL DIPLOMA MASS COM		
COURSE TITLE: Media and Communication Theory	Course Code: MAC 211	Contact Hours: 2
	Credit Unit: 2	Theoretical: 2 hrs
Year: II Semester: I	Pre-requisite:	Practical:

GOAL: This course is designed to equip the student with the knowledge of media and communication theories.

- 1.0 Understand concept of Communication
- 2.0 Understand media and communication theories
- 3.0 Understand models of media and communication theories
- 4.0 Understand effects and functional theories of media and communication
- 5.0 Understand technological determinism theory of media and communication

PROGRAMME: NATIONAL DIF	PLOMA MASS COMMUNICATION	
COURSE TITLE: Media and Communication Theory	Course Code: MAC 211	Contact Hours: 2
Communication Theory	Credit Unit: 2	Theoretical: 2 hrs
Year: II Semester: I	Pre-requisite:	Practical:

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to equip the student's with the foundation knowledge of media and communication theories.

GENERAL OBJECTIVE 1.0: Understand concept of Communication

THEOR	RETICAL CONTENT		PRACTICAL CONTENT			
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	communication 1.4 Explain characteristics of communication 1.5 Explain attributes of communication. 1.6 Explain barriers to	Explain Communication. Explain the communication process Explain the functions of communication Explain characteristics of communication Explain attributes of communication. Explain barriers to effective	Textbooks Journals Marker Board Projectors Computers Internet Videos Charts		Activities	
		communication				

	Objective 2.0: Understand med	ia and communication t	theories			
4-7	2.1 Define Theory.	Explain Theory.	Textbooks	Differentiate between	Guide students to	Sample theory
			Journals	model and theory and	Differentiate	
	*	Explain media and	Marker Board		between model and	
	communication theory	communication theory		Identify a good theory	theory	
			Computers		Identify a good	
	2.3 Explain the following	Explain the		Demonstrate the	theory	
	terms:	following terms:	Charts	utilization of a good	ineory	
	• Concept	• Concept		theory	Demonstrate the	
	• Construct	• Construct			utilization of a good	
	• Assumptions	 Assumptions 			theory	
	 Propositions Model 	 Propositions 				
		Model	, A			
	2.4 Explain the attributes			Y		
		Explain the attributes		Y		
	2.5 Explain epistemology of media and Communication	of a theory.				
	theories	Explain epistemology	Y			
	lifeories	of media and	Y			
		Communication				
	2.6 Explain the relationship	theories	Y			
	between communication	theories				
		Explain the				
	The state of the second of t	relationship between				
		communication				
		theory, practice and				
		research				
General (Objective 3.0: Understand mode	ls of media and commu	nication theorie	S		
8-10	3.1 Explain model	Explain model	Textbooks			
	The state of the s		Journals			
	3.2 Explain communication	Explain	Marker Board			
	models:	communication	Projectors			
	• Lasswell,	models:	Computers			
	• Shannon/Weaver,	• Lasswell,	Internet Videos			
		· · · · · · · · · · · · · · · · · · ·		1	L	

	Newcombs • Schramm/Osgood • Gerbner etc.	Shannon/Weaver, NewcombsSchramm/OsgoodGerbner etc.	Charts		
	 3.3 Explain normative theories of media and communication: Authoritarian Libertarian Soviet Communist Social responsibility Democratic participant Developmental 	Explain normative theories of media and communication: • Authoritarian • Libertarian • Soviet Communist • Social responsibility • Democratic participant • Developmental			
General C	Objective 4.0: Understand effect	s and functional theorie	s of media and o	communication	
11-12	4.1 Explain effects	Explain effects	Textbooks		
	theory:	theory:	Journals		
	 Powerful 	1 3 11 521 511 525	Marker Board		
	effects	- Limitou	Projectors		
	 Limited 	CITOCUS.	Computers		
	effects.	Labrain die Tunedonai	Internet Videos Charts		
	4.2 Explain the functional	Uses and			
	theories:	Gratification			
	 Uses and Gratification 	 Agenda 			
	 Agenda setting and 	setting and			
	Agenda building	Agenda			
	 Framing and Priming 	building			
	Gate keeping.	• Framing and			
	Theories of cultivation	Priming			100

	• Th cul • Di	nte keeping. neories of ltivation ffusion of novation	ia and communication	
13-15 5.1 Define the Gloca Globa Media Diver Plura 5.2 Explain Te Determinism: Theory	concepts of: Alization Alization; A convergence, Sities Connection by social redigital pla Contrological Network Y Explain To Determini Explain so relationship connection by social redigital pla Condition Connection Co	echnological Textbooks sm Theory Journals Marker Boa Projectors Computers Internet Videos Cha tforms e concepts ation onvergence, s and	rd	

EVALUATION: CA 30%

EXAMINATION: 70%

Research Methods in Media and Communication

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION							
COURSE TITLE: Research Methods in Media and	Course Code: MAC 212	Contact Hours: 2					
Communication	Credit Unit: 2	Theoretical: 1 Hours/ week					
Year: II Semester: I	Pre-requisite:	Practical:1					

GOAL: This course is designed to equip the student with the knowledge and skills of research in media and communication

- 1.0 Understands the concepts of media and communication research
- 2.0 Know the terminologies of media and communication research
- 3.0 Know the methods of media and communication research
- 4.0 Know sampling techniques in media and communication research
- 5.0 Know data collection techniques in media and communication research
- 6.0 Know research report writing and presentation

PROGRAMME: NATIONAL DIPLO		
COURSE TITLE: Research in media	COURSE CODE: MAC 211	Contact Hours: 2
and communication	Credit Unit: 2	Theoretical: 1
Year: Semester:	Pre-requisite:	Practical: 1
COLIDGE ODECIEICATION, THEO	DETICAL AND DDACTICAL	

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to equip the student with the knowledge and skills of research in media and communication

GENERAL OBJECTIVE 1.0: Understand the concept of media and communication research

THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
	1.1 Define Research	Define Research	Textbooks	Y		
1-3		Define Media	Journals	,		
	1.2 Define Media	Define	Computer			
		Communication	Internet			
	1.3 Define Communication	Define media and	Projector			
		communication	Marker			
	1.4 Define media and	research	Marker Board			
	communication research	Explain types of				
		media and				
	1.5 Explain types of media	communication				
	and communication	research				
	research					
	1.67	Explain purpose of				
	1.6 Explain purpose of	research				
	research					
	1.5.5.1.1	Explain human				
	1.7 Explain human enquiry	enquiry				
	1.8 Explain sources of	Explain sources of				
	knowledge	knowledge				

	 1.9 Explain the elements of scientific research methods. 1.10Explain the spectrum of media and communication research: Mass Media Social media Digital media Personal media Specialized media Traditional media 1.11Explain the skills of a media and communication researcher 	Explain the elements of scientific research methods. Explain the spectrum of media and communication research: • Mass Media • Social media • Digital media • Personal media • Specialized media • Traditional media Explain the skills of a media and communication researcher				
General	Objective 2.0: Know the termin		ommunication r	esearch		
4-6	2.1 Define evidence, fact and data 2.2 Define: Concept, Constructs, Assumptions, Propositions,	Define evidence, fact and data Explain: Concept, Constructs,		Identify terminologies in media and communication research	Guide students to: identify terminologies in media and communication research	Internet Research project/repo rts

General	 Conceptualisation and Operationalisation 2.3. Define Variable 2.4. Explain types of Variables Objective 3.0: Know the research 	Conceptualisat ion and Operationalisat ion Explain Variable Explain types of Variables h techniques in media a		ion		
7-8	under each method.	Explain research method Explain types of research method: • Quantitative, • Qualitative • Mixed method Explain the methodologies under each method.	Textbooks Journals Computer Internet Projector Marker Marker Board	Identify research methods Carry out research using the methods identified	Guide students to: identify research methods carry out research using the methods identified	Research reports Internet
	Objective 4.0: Know sampling t					,
9-11	4.1 Define sample4.2 Define Census4.3 Define Sampling	Explain sample Explain Census Explain Sampling Explain method of sampling: • Probability	Textbooks Journals Computer Internet Projector Marker Marker Board	Identify sampling techniques Use the selected technique to a draw sample	Guide students: Identify sampling techniques Use the selected technique to a draw sample	Sample project/sam ple report Street Directories

	4.4 Explain method	 Non- probability 			Y	
	• of sampling:					
	Probability	Explain Sampling				
	 Nonprobability 	techniques under each				
		method.				
	4.5Explain sampling					
	techniques under each	Factor influencing				
	method.	Sampling Techniques				
		The Property of the Property o				
	4.6 Explain Factors	Explain Factors				
	influencing Sampling	influencing Sampling				
	Technique	Technique				
General	Objective 5.0: Know data collective 5.0: Kno	*	a and communic	cation research		
General	Objective 3.0. Know data conce	tion teemiques in medi	a and commun.	action research		
		T		<u>'</u>	1	
12-13	5.1 Define Data	Explain Data	Textbooks	Identify types of data	Guide students:	Sample data
			Journals			
	5.2 Explain types of Data	Explain types of Data	-	Identify sources of data	Identify types of	
			Internet		data	
		Explain sources of	Projector	Use data collection		
	5.3 Explain sources of Data	Data	Marker	techniques to conduct	Identify sources of	
			Marker Board	research	data	
	5.4 Explain Data collection	Explain data		Use statistical tools to	Use data collection	
	techniques	collection method		present data	techniques to	
					conduct research	
	5.5 Define Data analysis	Explain Data analysis				
		2			Use statistical tools	
		Explain types of Data			to present data	
	5.6 Explain types of Data	analysis				
	analysis					
		Explain Statistical				
	5.7 Explain Statistical tools of					
	data collection in media and	collection in media				

	communication research	and communication				
		research				
	5.8 Explain tools for data	Explain tools for data				
	presentation: Tables, Charts,	presentation : Tables,				
	Figures etc.	Charts, Figures etc.				
General	Objective 6.0: Know research re	port writing and presen	tation		/	
14-15	6.1 Explain research report	Explain research	Textbooks	Write research report	Guide students to	Sample
	writing	report writing	Journals		write research	reports
	6.2 Explain stages of research		Computer		report.	
	reports writing	Explain stages of	Internet			
	6.3 Explain how to generate	research reports	Projector			
	research ideas	writing	Marker			
	6.4. Explain how to write		MarkerBoard			
	research reports	Explain how to		,		
		generate research				
	6.5 Explain the use of new	ideas				
	technologies in media					
		Explain how to write				
	research.	research reports				
	6.6 Explain ethical issues in)			
		Explain the use of				
		new technologies in				
	research	media and				
		communication				
		research.				
		<i>Y</i>				
	O -	Explain ethical issues				
		in media and				
		communication				
		research				

EVALUATION: CA 40% EXAMINATION: 60%

Editing and Fact Checking

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION							
COURSE TITLE: Editing and Fact Checking	Course Code: MAC 213	Contact Hours: 2					
	Credit Unit: 2	Theoretical: 1 Hour/week					
Year: II Semester: I	Pre-requisite:	Practical:1 Hour/week					

GOAL: This course is designed to acquaint students with the knowledge and skills of editing and fact checking

- 1.0 Understand Copy Editing
- 2.0 Understand the need for copy editing
- 3.0 Understand editing applications
- 4.0 Know editing of articles
- 5.0 Know fact checking in media and communication text.

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION COURSE TITLE: Editing and Fact COURSE CODE: MAC 213 Checking Credit Unit: 2 Theoretical: 1 Hour/Week Year: II Semester: I Pre-requisite: Pre-requisite: Practical: 1 Hour/Week

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to acquaint students with the knowledge and skills of editing and fact checking

GENERAL OBJECTIVE 1.0: Understand Copy Editing

THEOF	RETICAL CONTENT			PRACTICAL CONTEN	T	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define editing	Explain editing	Textbooks, Newspapers	Édit a copy	Guide students to edit a copy	Newspapers and Magazine
	1.2 Define copy	Explain copy	Magazines		1,7	copies, Television and
	 1.3 Explain raw materials for editing: copy news releases interview speeches 	Explain raw materials for editing:				radio scripts.
	1.4 Define a copy editor1.5 Explain the function of a copy editor1.6 Explain qualities of a copy editor	Explain the function of a copy editor Explain qualities of a copy editor Describe process of				
	1.7 Describe process of copy editing	copy editing				

General (Objective 2.0: Understand the no	eed for copy editing				
4-6	2.1 Explain the need for copy editing	Explain the need for copy editing	Textbooks, Newspapers Magazines	Cut copies from Newspaper, Magazine, Blogs, News site	Guide students to: Edit copies from Newspaper,	Newspapers and Magazine copies,
	 2.2 Explain areas of common errors in copy editing: Prepositions Verb agreement Punctuations 2.3 Explain the concept: Accuracy 	Explain areas of common errors in copy editing: • Prepositions • Verb agreement • Punctuations		Edit cut copies	Magazine, Blogs, News site Edit cut copies	Television and radio scripts.
	ConcisenessCoherenceClaritySimplicity	Explain the concept:	TEC			
	e 3.0: Understand editing applic				,	
	3.1Explain editing symbols3.2 Explain editing symbols	Explain editing symbols	Textbooks, Newspapers Magazines	Identify areas of mistakes	Guide the students to:	Newspapers and Magazine
	with their meaning	Explain editing symbols with their	Projector Journals	Correct areas of mistakes using editing applications		copies, Television and radio scripts
	3.3 Explain software for copy editing	meaning Explain software for	Computer	Use computer editing	Correct areas of mistakes using	and Computer Internet
	3.4 Explain appropriate computer editing tools	copy editing		tools to edit copies.	editing applications	
	for copy editing	Explain appropriate computer editing tools for copy editing			Use computer editing tools to edit copies.	

General (Objective 4.0: Know editing of a	articles				
	<u>, </u>		m 1 1	b		h.r.
11-13		Explain editing skills	Textbooks,	Practice editing skills	Guide the students to	
		manually and	Newspapers	manually and	practice editing skills	_
		electronically	Magazines	electronically	manually and	copies,
	4.2 Explain electronic		Projector		electronically	Television and
	method of editing		Journals			radio scripts
			Computer	\(\frac{1}{2}\)		and Computer
	Objective 5.0: Know fact checki			,		
14-15	5.1 Define fact	Explain fact and fact	Textbooks,	Identify the need for fact	Guide the students	Computer
		checking	Newspapers	checking in media text	to fact check media	Newspapers
	5.2 Define fact checking		Magazines		text.	and Magazine
		Explain:	Projector			copies,
	5.3 Explain:	 Misinformation 	Journals			Television and
	 Misinformation, 	 Disinformation, 	Computer			radio scripts.
	 Disinformation, 	 Hoaxes 				
	 Hoaxes 					
		Explain importance of				
	5.4 Explain importance of fact	fact checking	Y			
	checking					
		Explain the	Y			
	5.5 Explain the importance of	importance of				
	verifying news for credibility	verifying news for				
	and reliability	credibility and				
		reliability				
	5.6 Explain fundamental skills					
	for effective fact checking.	Explain fundamental				
		skills for effective fact				
	5.7 Explain the significance of	checking.				
	research in fact checking					
		Explain the				
		significance of				
		research in fact				
	LATILATIVAN G. 400/	checking				

EVALUATION: CA 40%

EXAMINATION: 60%

Feature Writing

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Feature Writing	Course Code: MAC 214	Contact Hours: 2				
	Credit Unit: 2	Theoretical: 1Hour/week				
Year: II Semester: I	Pre-requisite:	Practical: 1 Hour/week				

GOAL: This course is designed to equip student with the knowledge and skills of writing feature articles

- 1.0 Understand Feature articles
- 2.0 Understand research and the stages in writing Features
- 3.0 Understand styles in feature article writing
- 4.0 Understand the use of illustration in feature article writing

PROGR	AMME: NATIONAL DIPLO	OMA MASS COMMUN	ICATION			
COURS	E TITLE: Feature Writing	COURSE CODE: MA	C 214	Contact	Hours: 2	
		Credit Unit: 2		Theore	tical: 1	
Year: I		Pre-requisite:		Practic	al: 1	
	E SPECIFICATION: THEO			\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		
GOAL:	This course is designed to equi	p student with the knowl	edge and skills	of writing feature articles		
GENER.	AL OBJECTIVE 1.0: Under	stand Feature articles				
THEOR	ETICAL CONTENT			PRACTICAL CONTEN	Т	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	 Define Features Explain parts of feature articles Explain functions of feature articles Explain characteristics of feature articles Explain the types of features: Expository Narrative Analytical Descriptive Explain categories of feature Travelogue, 	Define Features Explain parts of feature Explain the characteristics of feature articles Explain the types of features Explain the types of features: • Expository • Narrative • Analytical • Descriptive Explain the difference between Feature article and News	Textbooks Journals Computer Projector	Identify categories of feature Identify the differences between features and: News Editorial Letter to the editor Supplement Identify the qualities of a good feature writer	Guide students to: Identify categories of feature identify the differences between features and: • News • Editorial • Letter to the editor • Supplement Identify the qualities of a good feature writer	Newspaper and Magazine Sample Feature articles

	 Personality 	Explain the differences				
	 Review, etc 	between features and:				
	·	• News				
	1.7 Explain the differences	 Editorial 				
	between features and:	• Letter to the editor				
	• News	 Supplement 				
	• Editorial	11				
	Letter to the editor	Explain qualities of a		Y		
	Supplement	good feature writer				
	2 0FF					
	1.8 Explain qualities of a					
	good feature writer					
General	Objective 2.0: Understand res	earch and the stages in w	riting Features			•
4-8	2.1 Explain the importance of	Explain the importance	Textbooks	Cut copies of feature	Guide students to:	Sample
	research in feature writing	of research in feature			Cut copies of feature	Feature
		writing	Computer	Magazine, Blogs, News	articles from	articles
	2.2 Explain how to generate		Projector s	site.	Newspaper,	from
	ideas for Feature writing	Explain how to	Y		Magazine, Blogs,	Newspapers
		generate ideas for		Identify parts of feature	News site.	and
	2.3 Explain the sources of	Feature writing	Y	articles.		Magazines
	idea generation for Feature				Identify parts of	
	writing.	Explain the sources of		Write feature article	feature articles.	
		idea generation for				
	2.4. Explain the steps of	Feature writing.			write feature article	
	writing Features					
		Explain the steps of				
	2.5 Describe how to link	writing Features				
	different part of a feature					
	article	Describe how to link				
		different part of a				
	2.6 Explain linking devices	feature article				
	used in Feature article writing					

	2.7 Explain methods of writing Feature articles 2.8 Describe the qualities of a good feature article	Explain methods of writing Feature articles Describe the qualities of a good feature				
Ganaral	Objective 3.0: Understand style	article				
General	Objective 3.0. Oliderstand style	es in reature writing				
9-11	3.1Define style	Explain style	Textbooks Feature articles	Cut copies of different features from	Guide students to: Cut copies of	Feature articles
	3.2 Explain different styles used in feature writing	Explain different styles used in feature writing	Newspapers Magazine	Newspaper, Magazine, Blogs, News site. Identify the styles used	different features from Newspaper, Magazine, Blogs, News site	from Newspapers and
	3.3 Explain the factors affecting writing styles	Explain the factors affecting writing styles	2	identify the styles used	Identify the styles used	Magazine
General	Objective 4.0: Understand the	use of illustration in featu	ire writing			
12-15	4.1 Explain the use of pictures and other multimedia contents in feature writing	Explain the use of pictures and other multimedia contents in	Feature articles from Newspapers Magazine	Write feature article using illustrations	Guide student to write feature article using illustrations	Computer Sample articles
	4.2 Explain the use of tables, diagrams, maps in feature writing	feature writing Explain the use of tables, diagrams, maps in feature writing	Computer Internet			

Media, Communication and Society

PROGRAMME: NATIONAL DIPLOMA MASS COM		
COURSE TITLE: Media, Communication and Society	Contact Hours: 2	
	Theoretical: 2	
Year: II Semester: I	Pre-requisite:	Practical: 0

GOAL: This course is designed to acquaint the student with the knowledge of media and communication in society

- 1.0 Understand the relationship between media, government and society
- 2.0 Understand the development of Nigerian media from 1859 to date
- 3.0 Understand media ownership and control
- 4.0 Understand functions of media in society
- 5.0 Understand the concept of press freedom
- 6.0Understand media regulatory agencies
- 7.0Understand media and information literacy

			T-:	CATION	1		
COURSE TITLE: Media, Communication and Society		*	Course Code: MAC 215			ontact Hours: 2	
Commu	nicatio	n and Society	Credit Unit: 2		٦	Theoretical: 2	
Year:	II Se	emester: I	Pre-requisite:		I	Practical: 0	
COURS	E SPI	ECIFICATION: THEOR	ETICAL AND PRACTION	CAL		X	
GOAL:	This co	ourse is designed to acquain	int the student with the kr	nowledge of me	dia and communica	tion in society	
GENER	RAL O	BJECTIVE 1.0: Underst	and the relationship betw	een media, gove	ernment and society	I	
		AL CONTENT			PRACTICAL CO		
Week	Spec	cific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1	Define normative theories of the press	Explain normative theories of the press	Textbook Journals Computer	Y		
	1.2	Explain the theories on the relationship between media and government		Projector			
	1.3	Explain to what extent these theories are applicable to Nigeria	Explain to what extent these theories are applicable to Nigeria				
	1.4	Outline the principles and methods used by the government to control the media	Explain the principles and methods used by the government to control the media				
	Object	tive 1.0: Understand devel	opment of Nigerian medi	a from 1859 to	date	,	•
3-4		xplain the development of ne print media in Nigeria	development of the	Textbook Journals Computer			

	1.2 Explain the development of	Discuss the			
	the broadcast media in	development of the			
	Nigeria	broadcast media in			
		Nigeria			
	1.3 Explain the emergence of				
	the new media in	Discuss the emergence			
	communication	of the new media in		$\langle \lambda \rangle$	
		communication			
	1.4 List the major landmarks in				
	the development of	List the major			
	Nigerian media	landmarks in the			
	8	development of			
		Nigerian media			
General	Objective 3.0: Understand media				
				Y	
5-6	3.1 Explain media ownership	Explain media	Textbook		
	patterns	ownership patterns	Journals		
			Computer		
	3.2 Explain media control	Explain media	Projector		
		control	Marker		
			Marker Board		
	3.3 Explain types of media				
	ownership in Nigeria	Explain types of			
		media ownership in			
	3.4 Explain the various	Nigeria			
	methods of control over				
	the media	Explain the various			
		methods of control			
	3.5 Compare and contrast the	over the media			
	ownership patterns of	1			
	media and control	Compare and			
		contrast the			
		ownership patterns			
		of media and			
		control			
		Control	l		

	Objective 4.0: Understand functi	ons of media in society			, ,	
7-8	4.1Explain the media	Explain the	Textbook			
		media	Journals			
	4.2 Explain media		Computer	_		
	channels	Explain media	Projector			
		channels	Marker board			
	4.3 Explain the			\sim		
	characteristics of media	Explain the				
	channels	characteristics of				
		media channels				
	4.4 Explain functions of					
	media in society:	Explain functions of				
	Conventional	media in society:				
	functions	 Conventional 				
	other functions	functions				
		 other functions 				
		Analyse the				
	4.6 Describe the	performance of				
	performance of the	the media in a				
	media in a developing	developing				
	country	country				
	like Nigeria	like Nigeria				
	Objective 5.0: Understand the co					
	5.1 Define press freedom	Define press freedom	Textbook			
			Journals			
	5.2 Explain types of press	Explain types of press	Computer			
	freedom	freedom	Projector			
	*		,			
		Explain press freedom				
	5.3 Explain press freedom in					
	Nigeria	Discuss press freedom				
		in Nigeria				

	5.4 Explain the constitutional	Explain the			(Y	
	provisions of press freedom	constitutional				
		provisions of press			CX'	
	5.5 Explain factors affecting	freedom		1		
	press freedom in Nigeria					
		Explain factors				
	5.6 Compare countries that	affecting press freedom				
	practice various types of press	in Nigeria				
	freedom					
		Explain types of press				
	5.7 Explain the challenges of	freedom				
	press freedom	Compare countries that				
		practice various types				
		of press freedom				
				y		
		Explain the challenges				
		of press freedom				
General	Objective 6.0: Understand medi	a regulatory agencies	(y			
			,	,		
11-13	6.1 Explain media regulatory	Explain media	Textbook			
	agencies	regulatory agencies	Journals			
			Computer			
	6.2 List media regulatory	List media	Projector			
	agencies in Nigeria	regulatory agencies				
		in Nigeria				
	6.3 Explain the functions of	 National 				
	media regulatory	Broadcasting				
	agencies in Nigeria	Commission				
		(NBC)				
	6.4 Explain how the	 Advertising 				
	operations of the media					
	regulatory agencies	Council of				
	affect the activities of	Nigeria				
	the media	(ARCON)				
		, , ,				
	· · · · · · · · · · · · · · · · · · ·					130
						130

		 Nigerian Institute of			
General	Objective 7.0: Understand media		,	-	
14-15		1 1	Textbook		
	editorial independence	_	Journals		
			Computer		
			Projector		
		and communication			
	rationally to promote	contribute rationally to			
	fundamental freedoms				

7.3 Explain the rights and promote fundamental responsibilities of citizens in freedoms	
responsibilities of citizens in freedoms	
relation to media and	
information Explain the rights and	
responsibilities of	
7.4 Explain information citizens in relation to	
sources, systems of storage and media and information retrieval tools	
Explain information	
7.5 Explain the preservation, sources and systems of	
storage, reuse, recording, storage, and retrieval	
archiving and presentation of tools	
information in usable formats	
Explain the	
7.6 Explain the use of preservation, storage,	
information for problem- reuse, recording,	
solving or decision making in archiving and	
personal, economic, social and presentation of	
political life information in usable	
formats	
Explain the use of	
information for	
problem-solving or	
decision making in	
personal, economic,	
social and political life	

Evaluation: CA 30%

Media and Communications Ethics

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION							
COURSE TITLE: Media and Communications Ethics	Course Code: MAC 216	Contact Hours: 2)					
	Credit Unit: 2	Theoretical: 1					
Year: II Semester: I	Pre-requisite:	Practical:1					

GOAL: This course is designed to acquaint the student with the knowledge of ethics of media and communication

- 1.0 Understand the concepts of ethics
- 2.0 Understand the theories of ethics in media and communication
- 3.0 Understand morality in ethics
- 4.0 Know ethical issues of professional practice in media and communication industry
- 5.0 Know the codes of ethics of professional bodies in media and communication industry
- 6.0 Know guidelines for protection of sources of news
- 7.0 Know principal guidelines to ethical decision making

	(10111101)			
COURSE CODE: MA	AC 216	Conta	act Hours: 2	
Credit Unit: 2		The	oretical: 1	
Year: II Semester: I Pre-requisite:			tical: 1	
	ΓICAL)	
equaint the student with the	knowledge of et	hics of media and com	munication	
derstand the concepts of eth	ics			
		PRACTICAL CONT	ENT	
Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
ethics: Guiding decision making Sense of professional responsibilities Moral compass for personal and professional conduct, etc.	Textbooks Journals Internet Marker Projector Marker Board Computer			
the contract of the contract o	Credit Unit: 2 Pre-requisite: EORETICAL AND PRACT equaint the student with the derstand the concepts of eth derstand the student with the the stude	Pre-requisite: EORETICAL AND PRACTICAL equaint the student with the knowledge of et derstand the concepts of ethics Teacher's Activities Resources Explain ethics Textbooks Journals Internet Marker Projector Marker Board Computer Sense of professional responsibilities Moral compass for personal and professional conduct, etc. Explain the sources of ethics:	Credit Unit: 2 Pre-requisite: EORETICAL AND PRACTICAL equaint the student with the knowledge of ethics of media and commoderstand the concepts of ethics PRACTICAL CONTINUE Teacher's Activities Explain ethics Explain the role of ethics: Guiding decision making Sense of professional responsibilities Moral compass for personal and professional conduct, etc. Explain the sources of ethics: Explain the sources of ethics:	Credit Unit: 2 Pre-requisite: Practical: 1 EORETICAL AND PRACTICAL equaint the student with the knowledge of ethics of media and communication derstand the concepts of ethics PRACTICAL CONTENT Teacher's Activities Explain ethics Explain the role of ethics: Guiding decision making Sense of professional responsibilities Moral compass for personal and professional conduct, etc. Explain the sources of ethics: PRACTICAL CONTENT Teacher's Activities Projector Marker Board Computer Projector Marker Board Computer Explain the sources of ethics: Parents

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION

	 Society Experiences, etc. 1.4 Explain the needs for ethics-Accountability to: Self Employer Audience Sources Society Profession 	 Religious background Society Experiences, etc. Explain the needs for ethics-Accountability to: Self Employer Audience Society Profession 			
General (Dbjective 2.0: Understand the th		a and communic	cation	
3	in media and communication Utilitarianism Consequentialism Deontology 2.3 Explain the relevance of the theories to media and communication	Explain theory Explain theories of ethics in media and communication • Utilitarianism • Consequentialism • Deontology Discuss the relevance of the theories to media and communication	Textbooks Journals Internet Marker Projector Marker Board Computer		
General	Objective 3.0: Understand mora	lity in ethics			
4	3.1 Explain Morality 3.2 Explain the difference	Explain Morality Explain the difference	Textbooks Journals Internet		

	between ethics: Morality Beliefs Values Attitude Behaviour, etc. 3.3 Explain factors affecting the morality of Nigerians 3.4 Describe the state of morality in Nigerian society.	between ethics:	Marker Projector Marker Board Computer			
General	 Objective 4.0: Know ethical issu	Les of professional pract	tice in media and	Communication industry		
5-8	4.1 Explain Ethical issues in Journalism and Broadcasting: Truth Fact Trust Accuracy Fairness Objectivity Anonymity of sources Balance Obscenity Sensationalism Vulgarity Privacy vs public life Intrusion of privacy Discrimination Commercial interest	Discuss Ethical issues in Journalism and Broadcasting:	Textbooks Journals Internet Marker Projector Marker Board Computer		Guide students to: Identify ethical issues in journalism and broadcasting. Identify ethical issues advertising and public relations Identify ethical issues In film production	Case studies Newspaper reports Magazine Internet Computer Documentaries News Bulletins

Public good v National	Discrimination
Security	Commercial
Self-Censorship	interest
Corruption	Public good v
• Perks,	National Security
Brown envelope	Self-Censorship
syndrome	• Corruption
• etc.	• Perks,
	Brown envelope
4.2 Explain ethical	syndrome
issues of advertising	• etc.
and public relations	
practice in Nigeria:	Discuss ethical issues
Decency	of advertising and
Deception	public relations
• Fantasy	practice in Nigeria:
• Puffery	• Decency
Materialism	• Deception
False claims	• Fantasy
Good taste	Puffery
Obscenity	Materialism
 Sexuality 	• False claims
Opinion suppression	• Good taste
Propriety	Obscenity
Consumerism	• Sexuality
Spin Doctoring	• Opinion
Propaganda	suppression
Stereotype	• Propriety
• Lying	• Consumerism
Division, etc.	• Spin Doctoring
	• Propaganda
	• Stereotype
	• Lying

			1	<u> </u>		1
	4.3 Describe the ethical issues	• Division, etc.			, ,	
	of film production in Nigeria					
		Discuss the ethical				
		issues of film		_		
		production in Nigeria				
General	Objective 5.0: Know the codes of	of ethics of professional	bodies in media	and communication indus	stry	
9-11	5.1Explain the ethical codes of	Discuss the ethical	Textbooks	Visit offices of	Guide students to:	Press Council
	journalism practice in Nigeria	codes of journalism	Journals	professional bodies in	Visit offices of	Code
		practice in Nigeria	Internet	media and	professional bodies	
	5.2 Explain the ethical code of	Discuss the ethical	Marker	communication industry	in media and	NBC
	Broadcasting	code of Broadcasting	Projector		communication	Code
	in Nigeria	in Nigeria	Marker Board		industry	
			Computer	Identify relevant codes of		ARCON Code
	5.3 Explain the ethical codes of	Discuss the ethical		<u> </u>	Identify relevant	
	adverting practice in Nigeria	codes of adverting		bodies in media and	codes of practice of	NIPR
		practice in Nigeria		communication industry.	professional bodies	Code
	5.4 Explain the ethical codes of				in media and	
	public relations practice in		Y	Apply codes of practice	communication	
	Nigeria	Discuss the	2		industry.	
		ethical codes	Y	media and		
	5.5 Explain the ethical codes of	of public		communication industry	Apply codes of	
	film production in Nigeria	relations			practice of	
		practice in			professional bodies	
		Nigeria			in media and	
					communication	
		Discuss the ethical			industry	
		codes of film				
		production in Nigeria				
General	Objective 6.0: Know guidelines	<u> </u>	es of news	•	•	•
12-13	6.1 Explain confidentiality of	Explain	Textbooks	Demonstrate anonymity	Guide students to:	
	information	confidentiality of	Journals		Demonstrate	
	,	information	Internet		anonymity	
	\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		Marker	Identify the procedure	<i>yy</i>	
			Projector	for source protection	Identify the	
		I.	1	· •	· · · · · · · · · · · · · · · · · · ·	1

	1	1		T		
	6.2 Explain anonymity of	Explain anonymity of	Marker Board		procedure for source	
	sources	sources	Computer	Demonstrate process of	protection	
				source protection		
	6.3Explain techniques for	Explain techniques for			Demonstrate process	
	confidentiality and protection	protection and			of source protection	
	of news sources	confidentiality of				
		sources				
	6.5 Explain right of					
	reply/response	Explain right of				
		reply/response				
		F-J/ sp s -				
	6.6 Explain the challenges of					
	accepting hospitality from	Explain the challenges				
	sources	of accepting				
		hospitality from		Y		
		sources.		Y		
	6.7 Explain the implications of	Sources.				
	Personal relationship with	Explain the				
	sources of news	implications of				
	sources of news	Personal relationship	2			
		with sources of news				
C 1 (01. i 4 i 7 0) : 1-:			
General	Objective 7.0: Know principles	guiding to ethical decis	ion making			
14-15	7.1 Explain ethical decision	Explain ethical	Textbooks	Identify guidelines for	Guide students to:	Case studies
	making	decision making	Journals	ethical decision making	Identify guidelines	Newspapers
		Discuss guidelines for	Internet			Magazine
	7.2 Explain guidelines for	ethical decision	Marker	Apply any of the		Internet
	ethical decision making:	making:	Projector	guidelines for ethical		Journals
	• Define the ethical	• Define the	Marker Board	decision making		Computer
	problem	ethical	Computer	decision making	guidelines for ethical	Computer
	 Consult colleagues, 	problem			decision making	
		• Consult			decision making	
	peers, editors, superiors					
	• Checks codes and	colleagues,				
	guides	peers, editors,				
		superiors				

 Measure your journalistic objectivity Identify stakeholdersthose affected Are there alternatives Make a decision Be ready to make decisions 	 Checks codes and guides Measure your journalistic objectivity Identify stakeholdersthose affected Are there alternatives Make a decision Be ready to make decisions

EVALUATION: CA 40% EXAMINATION: 60%

Photography in media and communication

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Photography in media and	Course Code: MAC 217	Contact Hours; 2				
communication	Credit Unit: 2	Theoretical: 1				
Year: II Semester: I	Pre-requisite:	Practical:1				

GOAL: This course is designed to equip student with knowledge and skills of photography in media and communication

- 1.0 Understand the history of photography
- 2.0 Understand camera in photography
- 3.0 Understand light and exposure in photography
- 4.0 Know darkroom procedure in photography development
- 5.0 Know editing in photography
- 6.0 Understand modern photography

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION COURSE TITLE COURSE CODE: MAC 217 Contact Hours: 2 Photography in media and communication Credit Unit: 2 Theoretical: 1 Year: II Semester: I Pre-requisite: Practical: 1

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to equip student with knowledge and skills of photography in media and communication

GENERAL OBJECTIVE 1.0: Understand the history of photography

THEOF	RETICAL CONTENT			PRACTICAL CONTE	ENT	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define Photography	Explain Photography	Textbook Journals			
	1.2 Trace the evolution of photography	Discuss the evolution of photography Explain the Genres of	Marker Markerboard Projector Computer			
	1.3 Explain the Genres of Photography	Photography Explain terminologies of photography				
	1.4 Explain terminologies of photography	Explain the importance of photography in media				
	 1.5 Explain the importance of photography in media and communication practice in Nigeria: Journalism Broadcasting 	 and communication practice in Nigeria: Journalism Broadcasting Film Advertising 				

Public relations, etc Explain visual literacy Explain visual communication skills I.6 Define visual literacy I.7 Explain visual communication skills I.7 Explain visual visual visual communication skills I.7 Explain visual visu							
1.6 Define visual literacy 1.7 Explain visual communication skills		 Advertising 	Explain visual literacy				
General Objective 2.0: Understand camera in photography 4-5		1.7 Explain visual	_				
2.1 Define Camera 2.2 Describe the evolution of camera 2.3 Explain types of camera 2.4 Describe the parts of camera 2.5 Explain the functions of camera parts 2.6 Define Lens 2.7 Explain types of Lenses General Objective 3.0: Understand light and exposure in photography 6-7 3.1 Define light 3.2 Explain characteristics of light Sexplain camera Explain camera Discuss the evolution of camera Marker board Projector Computer Demonstrate taking a photograph with a 35MM Analogue camera 35MM Analogue camera Use camera to take photographs Use camera to take photographs Use camera to take photographs Guide students to: Identify the parts of camera Publication Digital Single Lens Reflex (DLSR) Lenses Computer Software Tripod internet Software Tripod internet Camera Tripod internet Camera to take photographs Guide students to: Identify the parts of camera Publication Digital Single Lens Reflex (DLSR) Lenses Computer Software Software Software Software Software Software Light: Bounce flash	General		era in photography				1
camera 2.3 Explain types of cameras 2.4Describe the parts of a camera 2.5 Explain the functions of camera parts 2.6 Define Lens 2.7 Explain types of Lenses Computer Software Computer Computer Software Tripod internet Use camera to take photographs Use camera to take photographs Computer Software Tripod internet Computer Software Computer Computer Software Computer Computer Software Computer Computer Computer Software Computer Computer Computer Software Classify lights		1					* *
cameras 2.4Describe the parts of a camera 2.4Describe the parts of a camera 2.5 Explain the functions of camera parts 2.6 Define Lens 2.7 Explain types of Lenses Computer Software Tripod internet Use camera to take photographs Use camera to take photographs Explain types of Lenses Computer Software Tripod internet Use camera to take photographs Camera to take photographs Computer Software Tripod internet Use camera to take photographs Computer Software Classify lights				Markerboard	Identify lenses		Digital Single
camera camera camera camera camera camera Camera Tripod internet 2.5 Explain the functions of camera parts Camera parts Use camera to take photographs Use camera to take photographs 2.6 Define Lens Explain types of Lenses Explain types of Lenses General Objective 3.0: Understand light and exposure in photography Explain light Textbook Journals 3.2 Explain characteristics of light Explain characteristics of light Demonstrate the effects of light on exposure Classify lights		2.3 Explain types of cameras		Computer	photograph with a	a photograph with a	Lenses
camera parts 2.6 Define Lens Explain Lens 2.7 Explain types of Lenses Explain types of Lenses Ceneral Objective 3.0: Understand light and exposure in photography Explain light Explain light Textbook Journals 3.2 Explain characteristics of light Use camera to take photographs Use camera to take photographs Classify lights Demonstrate the effects of light on exposure Classify lights Classify lights Bounce flash		_		}	camera		Tripod
2.6 Define Lens 2.7 Explain types of Lenses Explain types of Lenses General Objective 3.0: Understand light and exposure in photography Explain light Textbook Journals 3.2 Explain characteristics of light Explain characteristics of light Explain characteristics of light Demonstrate the effects of light on exposure Demonstrate the effects of light on exposure Demonstrate the effects of light on exposure		2.5 Explain the functions of					
2.7 Explain types of Lenses General Objective 3.0: Understand light and exposure in photography 6-7 3.1 Define light Explain light Explain light Textbook Journals Journals Arker Marker Marker Marker Of light Demonstrate the effects of light on exposure Classify lights Software Light: Bounce flash		camera parts	of camera parts				
General Objective 3.0: Understand light and exposure in photography 6-7 3.1 Define light Explain light Textbook Journals 3.2Explain characteristics of light Of light Demonstrate the effects of light O		2.6 Define Lens	Explain Lens				
6-7 3.1 Define light Explain light Textbook Journals 3.2Explain characteristics of light Explain characteristics of light Marker of light Of light Markerboard Demonstrate the effects of light on exposure Classify lights Classify lights Classify lights Demonstrate the effects of light on exposure Bounce flash		2.7 Explain types of Lenses	- /				
Journals 3.2Explain characteristics of light Explain characteristics Marker Markerboard Demonstrate the effects of light on exposure Classify lights Bounce flash	General (Objective 3.0: Understand light		graphy	1		1
light of light Markerboard of light on exposure Bounce flash			Explain light		Classify lights	Guide students to:	*
Projector Demonstrate the Studio lamps		=	1 -	Markerboard		Classify lights	Bounce flash
				Projector		Demonstrate the	Studio lamps

	1	1	T	1	1	1
	3.3 Explain the importance of	Discuss the	Computer	Take picture to tell	effects of light on	Backdrop
	light in photography	importance of light in		stories	exposure	canvas
		photography				Camera
					Take picture to tell	Tripod
	3.4 Explain types of light	Explain types of light			stories	Ring light
		Explain Exposure				
	3.5Define Exposure				1	
	1	Explain composition				
	3.6 Define composition	3.6 Explain:				
	_	• Light				
	3.6 Explain:	ASA/ISO				
	• Light	Aperture/Shutt				
	ASA/ISO	er Speed				
	Aperture/Shutter Speed	• Subject		, ,		
	• Subject	a diejeet				
	3	Explain over exposure				
		and underexposure				
	underexposure	and underemposure				
		Explain focal length				
		and shutter speed) ′			
	1 2	setting				
General (Objective 4.0: Know darkroom p		l vy davalonment			
8-10			Textbook	Mix chemical solutions,	Guida etudante ta:	Dark room
0-10		photography	Journals	developer and fixer		Chemical
	photography	photography	Marker	(hypo)	solutions, developer	
	4.2 Explain the importance of	Evploin the	Markerboard	(Hypo)	· · · · · · · · · · · · · · · · · · ·	Scissor
		importance of	Projector	Test solutions for		Printer
	1 0	darkroom in	Computer	appropriate temperature.		Paper
	1	photograph	Computer	Develop films and print		Camera
	4.3 Describe the equipment in	μ Ο 1		photographs.	temperature.	Camera
	the darkroom	aevelopilietit		photographs.	lemperature.	
		Describe the		Day and this mints to	Davidon films and	
				Dry and trim prints to	_	
	4.4 Explain the importance of	equipment in the		appropriate sizes	print photographs.	

	darkroom in photograph	darkroom				
	development				Dry and trim prints	
		Explain the			to appropriate sizes	
	4.5 Explain darkroom	importance of				
	procedure in photograph	darkroom in				
	developments	photograph				
	_	development				
		_				
		Explain darkroom				
		procedure in				
		photograph				
		developments				
General	Objective 5.0: Know editing in				•	
	Ţ Ç					
11-13	5.1 Define editing	Explain editing		Identify editing	Guide students to:	Editing
			Journals	software		software
	5.2 Explain the importance of	Explain the	Marker		Identify editing	Computer
	editing in photography	importance of editing		Edit photographs using	software	Internet
		in photography	Projector	software		Computer
			Computer		- I	Software
		Explain software in	Y	Caption photographs	using software	Camera
	photography:	editing photography:	1	edited		Tripod
	 Adobe Photoshop 	 Adobe 				Scanner
	 Lightroom 	Photoshop				Professional
	• Picas, etc.	 Lightroom 		Create a gallery of	edited	Photo Printer
		• Picas, etc.		edited and captioned		
				photography		
	5.4 Explain caption writing in	Explain caption			Create a gallery of	
	photography	writing in			edited and captioned	
		photography			photography	
	5.5 Explain 5Ws and H in	-				
	caption writing	Explain 5Ws and H in				
		caption writing				

Canaral (Objective 6 0. Understand mode	m nhotography				
	Objective 6.0: Understand mode		1	1		1
14-15	6.1 Define phonetography	Explain	Textbook	Identify tools of	Guide students to:	Smart phones
	(mobile photography)	phonetography	Journals	phonetography		Selfie sticks
		(mobile photography)	Marker		Identify tools of	Ring Light
	6.2 Explain the tools of		Markerboard	Take photograph using	phonetography	Memory card
	phonetography	Explain the tools of	Projector	mobile devices		Professional
		phonetography	Computer		Take photograph	Photo Printer
	6.3 Explain the importance of			Create a gallery (digital	using mobile devices	
	phonetography	Discuss the		portfolio) of		
		importance of		photographs	Create a gallery	
	6.4 Explain new trends in	phonetography			(digital portfolio) of	
	photography			Use case study to	photographs	
		Explain new trends in		identify new trends in		
		photography		photography		
				y	Use case study to	
					analyse new trends	
					in photography	

EVALUATION: CA 40% EXAMINATION: 60%

Broadcast Production 1

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION								
COURSE: Broadcast Production I	COURSE CODE: MAC 218	Contact Hours; 3						
Year: II Semester: I	Credit Unit: 3	Theoretical: 2Hours/week						
	Pre-requisite:	Practical: 1 Hours/week						
GOAL: This course is designed to acquaint the student w	vith knowledge and skills for broadca	st productions.						
GENERAL OBJECTIVES : On completion of this cour		,						
1.0 Understand the process of radio broadcast produc								
2.0 Understand the process of television broadcast pr								
3.0 Know scripts writing for radio and television production								
4.0 Understand the technical aspects of radio product	ion							
5.0 Understand the technical aspects of television pro	duction							
6.0 Know production techniques of programmes								

PROGRAMME: NATIONAL DIPLOM	IA (ND) MASS COMM	MUNICATION				
COURSE: Broadcast Production I		URSE CODE: N	MAC 218	Contact I	Hours: 3	
		edit Unit: 3			cal: 2Hours/week	
Year: II Semester: I						
		e-requisite:			1 Hours/week	
GOAL: This course is designed to acquain General Objective 1.0: Understand the pro-			for broadcast	production	n.	
THEORETICAL CONTENT			PRACTICA	L CONTE	NT	
Week Specific Learning Outcome	Teacher's Activities	Resources	Specific Learn Outcome	ning	Teacher's Activities	Resources
 1.2 Define programme 1.3 Define Programme in radio 1.4 Explain the process of radio programme production 1.5 Explain a radio production studio 	Explain broadcast production Explain programme Explain Programme in radio Explain the process of radio programme production	Markerboard Computer Multimedia	Carry out production a Concidea Brain the ic	the pre- ctivities: ception of astorming dea ilise team	Guide students to: Identify the process of radio programme production Carry out the preproduction activities: Conception of idea Brainstorming the idea Mobilise team	Microphones Digital Audio console Digital Audio recorder Audio mixer Speaker Headset Editing
process of a radio programme 1.7 Explain the production process of a radio programme 1.8 Explain the post-production process of a radio programme	Explain a radio production studio Explain the preproduction process of a radio programme Explain the production process of a radio programme		Mobi resouScripSched	nment ilise arces oting duling	 Role assignment Mobilise resources Scripting Scheduling Carry out production activities	Computer with appropriate software Note pad Printer

			1			
	team:				Carry out post	
	 Technical 	Explain the post-		production activities	production activities	
	 Production 	production process of a				
		radio programme		Identify radio	Identify radio	
	1.10 Explain the			production team	production team	
	responsibilities of the	Explain a radio				
	radio production	production team:		Identify the	Identify the	
	team	 Technical 			responsibilities of a	
		 Production 		radio production team		
	1.11Explain the need for					
	scripting in radio	Explain the		Write a script	Write a script	
	production	responsibilities of the			1	
	_	radio production team				
	1.12 Explain the types of	_				
	scripts needed in radio	Explain the need for		Y		
	production	scripting in radio				
		production				
			$\langle Y \rangle$			
		Explain the types of	Y			
		scripts needed in radio	_			
		production				
Gener	al Objective 2.0: Understand the pro	ocess of television broadc	ast production			
4-6	2.1 Define television broadcast	Define television	Textbook	Identify the process	Guide students to:	HD Camera
	production	broadcast production	Journal	of television	Identify the process	Digital audio
			Markerboard	programme	of television	Console (16
	2.2 Define television Programme	Explain television	Computer	production	programme	channels)
		Programme	Multimedia		DIOGUCTION	Vision mixer
	2.3 Explain a Television		projector			Computer with
	production team:	Explain a		Carry out the pre-		Editing
	• Technical	Television		production activities:	production activities.	software Headset
	 Production 	production		Conception of	Conception of	Headset Headcam
		team:		idea	l idaa	Tripod
	2.4 Explain the process of	 Technical 		 Brainstorming 	Brainstorming	Tripod dolly
	television programme production	 Production 		the idea	the idea	Cyclorama
				 Mobilise team 	 Mobilise team 	
		1			1	

2.5 Explain a television	Explain the process of		•	Role	• Role	Filters Monitors
production studio	television programme			assignment	assignment	Teleprompter
	production		•	Mobilise	Mobilise	Fish pole
2.6 Explain the pre-production				resources	resources	Drones
process of a television programme	Explain a television		•	Scripting	Scripting	Monitors
	production studio		•	Scheduling	Scheduling	Storage device
2.7 Explain the production process				Scheduling) Senedaring	Camera filters
of a television programme	Explain the pre-		Carry o	out production	Carry out production	Light filters
	production process of a		activitie	· •	activities	Memory card
2.8 Explain the post-production	television programme		_			Audio mixer
process of a television			Carry	out post	Carry out post	Note pad
programme	Explain the production				production activities	Printer
	process of a television				<u></u>	
2.9 Explain a television	programme		Identify	television	Identify television	
production team:					production team	
 Technical 	Explain the post-		1			
 Production 	production process of a		Identify	the	Identify the	:
	television programme	(Y	_		responsibilities of a	
2.10 Explain the		y	_		television production	
	Explain a television		team	r	team	
television production	production team:					
team	 Technical 		Write sc	cripts		
2.11 Explain the	 Production 			1	Write scripts	
responsibilities of the					r i i i i i i i i i i i i i i i i i i i	
television production	Explain the					
team	responsibilities of the					
	television production					
2.12 Explain the need	team					
for)					
scripting in	Explain the					
television	responsibilities of the					
production	television production					
	team					
2.13 Explain the types	Call					
of scripts needed in						

television production	Explain the need for scripting in television production	
	Explain the types of scripts needed in television production	

ARIONAL BOARDROR THOUGHT.

Genera	al Objective 3.0: Understand the tech	nnical aspects of radio prod	luction			
7-8	3.1 Explain a radio studio and	Explain a radio	Textbook	Identify instruments	Guide students to:	Microphones
	control room	studio and control	Journal	for radio production	Identify instruments	filters
		room	Marker board	4	for radio production	Audio console
	3.2 Explain the instruments		Computer	Use instruments in		Audio recorder
	for radio production:	Explain the	Multimedia	radio production	Use instruments in	Audio mixer
	Microphones	instruments for	projector		radio production	Speaker
	 Audio console 	radio production:		Demonstrate radio		Headset
	 Audio recorder 	 Microphones 		cues	Demonstrate radio	Headset
	 Audio mixer 	 Audio 			cues	Headcam
	Speaker	console				Tripod
	•Editing software	 Audio 				Computer with appropriate
	•Headset	recorder				software
		 Audio mixer 				Sound card
	3.3 Explain the radio	 Speaker 				Storage device
	recording process	 Editing 				
		software	Y			
	3.4 Explain radio studio terminologies	Headset	y			
	terinnologies	Explain the				
	3.5 Explain radio cues	radio recording				
	5.5 Explain facto cues	process				
		process				
		Explain radio studio				
		terminologies				
		Explain radio cues				
Genera	al Objective 4.0: Understand the tech	nical aspects of television	production			
9-12	4.1 Explain a television studio	Explain a television	Textbook	Identify instruments	Guide students to:	HD Camera
	and control room	studio and control	Journal	for television	Identify instruments	
		room	Markerboard	production	for television	Microphones
			Computer		production	(varieties)
	4.2 Explain the instruments	Explain the	Multimedia	Use instruments in		Digital Canaala
	for television production:	instruments for	projector	television production	Use instruments in	Digital Console

	1	1			
 HD Camera Microphones (varieties) Digital Console Vision mixer Computer with editing software Headset Headcam Tripod Tripod with dolly Cyclorama Lighting Filters Monitors Teleprompter Talkback device Drones 4.3 Explain television recording process 4.4 Explain television studio terminologies 4.5 Explain television cues 	television production:		Demonstrate television cues	television production Demonstrate television cues	Vision mixer Computer with editing software Headset Headcam Tripod Tripod with dolly Cyclorama Lighting Filters Monitors Teleprompter Talkback device Drones Streaming device Internet
General Objective 5 0: Know production to		1			
General Objective 5.0: Know production to	<u> </u>				tro c
13-15 5.1 Explain the types of	Explain the different		Record programme	Guide students to:	HD Camera
programmes	programme types	Administrative		Record programme	
		manual of a	Edit programme		Microphones

	1		_		
	Explain the types of	typical		Edit programme	(varieties)
programmes listed in 5.1	programmes	Radio/TV			D: 1.10
500 11 1		station.	Broadcast		Digital Consol
5.3 Describe the concept of time-	Explain the	Programme	programme	Broadcast	Vision mixer
belt in programming	objectives of the	schedule of		programme	vision inixer
5 4 Evalein programmes	programmes	atypical			Computer with
5.4 Explain programmes presentation	listed in 5.1	Radio/TV station			editing softwa
	Describe the concept of				TT 1 .
5.5 Explain the activities involved	time-belt in				Headset
in post-production	programming				Headcam
					Tripod
5.6 Explain the editing process and	Explain programmes				Tipou
suites	presentation				Tripod with
					dolly
	Explain the activities				J
	involved in post-				Cyclorama
	production	Y			-
		Y			Lighting
	Explain the				
	editingprocess				Filters
	and suites				D. 6.
	Y				Monitors
					Teleprompter
					releprompter
					Talkback devi
					Turkouch devi
	\cup				Drones
					Brones
*					Streaming dev
					Internet

EVALUATION: CA – 40% EXAMINATION- 60%

Foundations of Film Production

PROGRAMME: NATIONAL DIPLOMA MASS CO	OMMUNICATION	
COURSE TITLE: Foundations of Film Production	Course Code: MAC 219	Contact Hours: 3
	Credit Unit: 3	Theoretical: 2
Year: II Semester: I	Pre-requisite:	Practical: 1

GOAL: This course is designed to equip the student with knowledge and skills for Film Production

GENERAL OBJECTIVES: On completion of this course, the student should be able to

- 1.0 Understand Film Production
- 2.0 Know Preproduction
- 3.0 Know Production
- 4.0 Know Post-Production

PROGRAMME: NA	ATIONAL DIPLO	MA MASS COMMUNICAT	ION			
COURSE TITLE: For Production	Foundations of Film	COURSE CODE: MAC 219 Credit Unit: 3)		Hours: 3	
Year: II Seme	ster: I	Pre-requisite:		Practic		
COURSE SPECIFI	CATION: THEOR	ETICAL AND PRACTICAL				
GOAL: This course	is designed to equip	the student with knowledge an	nd skills for Fil	Im Production		
GENERAL OBJEC	CTIVE 1.0: Underst	and Film Production				
THEORETICAL C	ONTENT			PRACTICAL CON	NTENT	
Week Specific L	earning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1.2 Explain Stages • Preprode • Prode • Prode • Post • Marrand 1.3 Explain Cinem Audie	in Film Production s: production cedure duction process t-production stage cketing, distribution exhibition in the Evolution of na & Changing ences Technological ents in Film	Explain Film Production Explain Film Production Stages: Pre-production procedure Production process Post-production stage Marketing, distribution and exhibition Explain the Evolution of Cinema & Changing Audiences Explain Technological Advancements in Film production	Journal	Identify Technological Advancements in film production	Guide students to: Identify Technological Advancements in film production	Internet

Genera	Objective 2.0: Know Film Prepro	oduction				
5-8	2.1 Explain the term Inspiration	Explain the term Inspiration	Textbooks, Journal	Generate Film Idea	Guide students to: Generate Film Idea	Sample Story
	2.2 Explain how to come up	Explain how to come up with Original Ideas		Adapt a Story		
	with Original Ideas	Explain types of Experiences	Marker Board	Adapt a Story	A 1 4 C4	Sample screen play
	2.3 Explain types of		Tojector	\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \		
	Experiences	Explain idea Brainstorming		Demonstrate the		Screen play software
	2.4 Explain idea Brainstorming	Explain Plot		processes of building Characters	Demonstrate the processes of	Color pallet
	2.5 Explain Plot	Explain Text			building Characters	Sample budget
	2.6 Explain Text	Explain Context		Identify the elements of a	Identify the elements	Props
	2.7 Explain Context	Explain Subtext		Compelling Story	of a Compelling	Costume
	2.8 Explain Subtext	Explain Surprise Element		in a film		Projector
	2.9 Explain Surprise Element	Explain Adding Meaning		the process of	the process of	Roll up screen
	2.10 Explain Adding Meaning	Explain Adapting a Story		writing film script	writing film script	Computer
	2.11 Explain Adapting a Story	Explain storytelling		Write realistic and engaging dialogue	Write realistic and engaging dialogue	Sample Films with good dialogue
	2.12 Define storytelling	Explain screenwriting				
	2.13 Explain screenwriting	Explain Elements of a Compelling Story		Budget for a film hypothetically	Budget for a film hypothetically	
	2.14 Explain Elements of a Compelling Story	Explain Story Structure		Schedule a film	Schedule a film	
	2.15 Explain Story Structure	Explain Three-Act Structure		ochequic a mini	Schedule a IIIII	

2.16 Explain Three-Act	Explain script breakdown	Scout film	Scout film Locations	
Structure	and scheduling	Locations		
			Cast actors	
2.17 Explain script breakdown	Explain dialogue in film	Cast actors		
and scheduling	production		Hire Crew	
		Hire Crew	Scout a Location,	
2.18 Explain dialogue in film	Explain the role of dialogue			
production	in film production	Identify basic	Cast & Hire a Crew	
P100001011		production		
2.19 Explain the role of	Explain Subtext in Dialogue	equipment	Identify basic	
dialogue in film production			production	
_	Explain Techniques to Write		equipment	
2.20 Explain Subtext in	Realistic & Engaging Dialogues			
Dialogue	Dialogues			
	Explain Imagining Reality			
2.21 Explain Techniques to				
Write Realistic & Engaging	Explain character			
Dialogues	development			
2.22 Explain Imagining				
Reality	Explain the process of			
	building characters			
2.23 Explain character				
development	Explain Backstories			
	E I Changara			
2.24 Explain the process of	Explain Character Arcs Explain Protagonist &			
building characters	Antagonist Dynamics			
	Antagonist Dynamics			
2.25 Explain Backstories	Explain Supporting			
2.26 Familia Ch Aug Ch	Characters			
2.26 Explain Character Arcs				
2.27 Explain Protagonist &	Explain the Extras			
Antagonist Dynamics				
		i		

2.28 Explain Supporting	Explain Casting	
Characters		
2.29 Explain the Extras	Explain Hiring of Crew	
2.30 Explain Casting	Explain Location Recce	
2.31 Explain Hiring of Crew	Explain Budgeting & Scheduling	
2.32 Explain location recce	Explain character	
2.33 Explain Budgeting &	development	
Scheduling	Explain the process of building characters	
2.34 Explain character development	Explain Backstories	
2.35 Explain the process of building characters	Explain Character Arcs	
2.36 Explain Backstories	Explain Protagonist & Antagonist Dynamics	
2.37 Explain Character Arcs	Explain Supporting	
2.38 Explain Protagonist &	Characters	
Antagonist Dynamics	Explain the Extras	
2.39 Explain Supporting Characters	Explain how to identify basic production equipment	
2.40 Explain the Extras		
2.41 Explain how to identify		

	basic production equipment					
Genera	Objective 3.0: Know Film Pro	duction			4	
9-12	3.1 Explain film production team3.2 Explain the roles of key members of a production team:Producer	Explain film production team Explain the roles of key members of a production team:	Textbooks, Journal Computer Marker Marker Board Projector Charts	production team members	Guide students to: Identify a film production team members	Camera and its accessories Lights tripods dolly tripods, reflectors, diffusers,
	DirectorAssistant DirectorProduction manager	ProducerDirectorAssistant Director			Identify Camera Types & Lenses	gels, light meter light absorbers Flags. C-stands,
	Director of photographyGafferSound engineer	Production managerDirector of	CECK,		Frame a camera Shot	a recording/mixing interface, microphone,
	Set designer	photography • Gaffer		thirds	Operate a camera Apply the rule of	boom pole, headphones, SD card,
	3.3 Explain Camera Types and its accessories	Sound engineerSet designer		Demonstrate Camera Movements	thirds	power, slate
	3.4 Explain camera shots	Explain Camera Types and its accessories		shots	Demonstrate Camera Movements &	Elements for PD; props,
	3.5 Explain Camera movements & angles	Explain camera shots			Angles shots	costume design, lighting, color palette,
	3.6 Explain rules of framing & composition of shots	Explain Camera movements & angles		Demonstrate	Identify the Types of Lights	textures, spatial design, typography/graphics,
	3.7 Explain the rule of thirds	Explain rules of framing & composition of shots		production.	or Ligino	visual

3.8 Explain basic lights in film	Explain the rule of thirds			elements of visual
making:		Identify Color		design;
 High key light 	Explain basic lights in film	Palettes,	production.	Films,
 Low key light 	making:			basic film production
• Fill light	 High key light 	Design Sets on a	Identify Color	gears.
	 Low key light 	Location	Palettes,	
3.9 Explain Three Point	• Fill light			
Lighting technique		Identify appropriate	Design Sets on a	
	Explain Three Point	Props and	Location	
3.10 Explain Natural vs.	Lighting technique	Costumes in a film		
Artificial Lighting			Identify	
	Explain Natural vs.	Record a film	appropriate Props	
3.11 Explain Types of Sound in		Dialogue and	and Costumes in a	
a Film:		Ambience.	film	
 Sound Dieresis 	Explain Types of Sound in			
 Sound Effects 	a Film:		Record a film	
• Music	 Sound Dieresis 		Dialogue and	
 Sound score 	 Sound Effects 		Ambience.	
 Foley Sounds 	• Music			
2 12E-valoin Sound according	 Sound score 			
3.12Explain Sound recording	 Foley Sounds 			
3. 13 Explain the types of	Explain Sound recording			
sound recording	Explain sound recording Explain the types of sound			
3.14 Explain the functions in	recording			
film production	recolding			
inin production	Explain the functions in			
3.15 Explain Production	film production			
Design	inn production			
Design	Explain Production Design			
3.16 Explain Set Design	Emplain Froduction Design			
5.16 Explain Set Design				

	3.17 Explain Props	Explain Set Design				
	3.18 Explain Costumes	Explain Props				
	3.19 Define a film Director	Explain Costumes				
	3.20 Explain role and responsibilities of a film	Define a film Director				
	Director	Explain role and				
	3.21 Explain the structure of	responsibilities of a film Director				
	film directing	Explain the structure of				
		film directing				
	3.22 Explain basic Directing in					
	a film	Explain basic Directing in				
		a film				
Genera	l Objectives 4.0 Know Post-Pro	oduction Process				
13-15	4.1 Explain post-production	Explain post-production	Textbooks,	Add transitions	Guide students to:	-
	process	process		effects to editing		appropriate editing
			Computer		Add transitions	software
	4.2 Explain adding transitions	Explain adding transitions	Marker Marker Board	Select footages.	effects to editing	Post-production
	and effects	and effects	Projector			gadgets
			Charts		Select footages.	
	4.3 Explain selecting footages	Explain selecting footages		Demonstrate the art		Audio-visual
	115			of cutting		tutorials
	4.4 Explain log sheets	Explain log sheets			Demonstrate the	
				Export settings and	art of cutting	
	4.5 Explain the art of cutting	Explain the art of cutting		formats		
					Export settings	
	4.6 Explain export setting and	Explain export setting and		Edit a short	and formats	

formats	formats		sequence using	Y	
			editing software.	Edit a short	
4.7 Explain Finalizing and	Explain Finalizing and			sequence using	
delivering projects	delivering projects		Demonstrate basic 🗸	editing software.	
			film editing		
4.8 Explain navigating the	Explain navigating the		techniques.	Demonstrate basic	
Adobe Premier pro interface	Adobe Premier pro			film editing	
	interface		Insert opening and	techniques.	
4.9 Explain basic editing tools			end credit		
and techniques	Explain basic editing tools			Insert opening and	
	and techniques			end credit	
4.10 Explain working with					
Timeline and sequences	Explain working with				
	Timeline and sequences				
4.11 Explain marketing of film					
	Explain marketing of film				
4.12 Explain film distribution	2	,			
	Explain film distribution				
4.13 Explain film exhibition					
	Explain film exhibition				

EVALUATION: CA 40%

EXAMINATION: 60%

YEAR II SEMESTER II

Foundation of Child Rights Reporting and Advocacy

PROGRAMME: NATIONAL DIPLOMA MASS (COMMUNICATION	
COURSE TITLE: Foundation of Child Rights	Course Code: MAC 221	Contact Hours: 2
Reporting and Advocacy	Credit Unit: 2	Theoretical: 1
Year: II Semester: I	Pre-requisite: NIL	Practical:1

GOAL: The course is designed to equip students with knowledge and skills in handling child rights and development issues.

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Understand the Concept of Child and the Basket of Rights
- 2.0 Understand Laws and Conventions on Child Rights
- 3.0 Know the Factors responsible for the development of a Child
- 4.0 Know the role of media in the promotion of Child Rights
- 5.0 Know human rights and human rights-based organizations.

PROGRAMME: NATIONAL DIPLO		
COURSE TITLE: Foundation of Chil Rights Reporting and Advocacy	d COURSE CODE: MAC 221	Contact Hours: 2
Rights Reporting and Advocacy	Credit Unit: 2	Theoretical: 1
Year: Semester:	Pre-requisite: Nil	Practical: 1
COURSE SPECIFICATION: THEC	RETICAL AND PRACTICAL	

GOAL: The course is designed to equip students with knowledge and skills in handling child rights and development issues.

GENERAL OBJECTIVE 1.0: Understand the Concept of Child and the Basket of Rights

THEOI	RETICAL CONTENT			PRACTICAL CONTEN	T	
THEOL	RETICAL CONTENT			FRACTICAL CONTEN		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning	Teacher's	Resources
				Outcome	Activities	
	1.1 Define a Child	Explain who is a	Marker Board	Visit children living in	Guide Students to:	Charts
1-4		Child	Projector	difficult circumstances		
	1.2 Define Right		Textbooks	(homeless children;	visit locations of	Newspaper
		Explain a Right	Special	displaced childrenetc)	vulnerable children.	reports.
	1.3 Explain Child Rights	4	Publications			
		Explain Child Rights	Computer	Identify aspects of Child		Memo Pad
	1.4 Explain types of rights			rights denied.	Identify aspects of	
		Explain the types of	Code of ethics for Journalists		child rights that have been denied.	Pen
	1.5 Explain the key datasets in	rights	and media		been demed.	Camera
	child welfare		practice			Camera
		Explain the key	practice			Computer
	1.6 Explain the Basket of	datasets in child				Midaat
	Rights:	welfare	Demographic			Midget
	Survival		and Health			Microphone
	 Development 	Explain the Basket of	Survey			
	 Protection 	Rights:				National
	 Participation 	 Survival 	Ministries, -			Bureau of
		 Development 	Convention on			Statistics
	1.7 Explain the importance of	 Protection 	the Rights of			Report.
	child protection	 Participation 	Children			

1.8 Explain the challenges of	Explain the	(CRC),		Y	Police
implementing the Child	importance of child				report
Rights Act	protection	-Child Rights			
		Act, (CRA)			
	Explain the				
	challenges of	-Convention			
	implementing the	on Elimination	· · · · · · · · · · · · · · · · · · ·		
	Child Rights Act	of All Forms	Y		
		of -			
		Discrimination			
		Against Women			
		(CEDAW)			
		(CEDAW)			
		-Child Rights	Y		
		Monitoring			
		Reports			
		-Internet			
		Multiple			
	· ·	Indicator			
	Y	Cluster			
		Survey			
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Genera	al Objective 2.0: Understand L	aws and Conventions	on Child Right	S		
5-9	2.1 Trace the development of	Trace the	Marker Board	Visit to Motor parks, Bus	Guide students to:	Charts
	Nigerian laws and	development of	Projector	stations and observe the		
	conventions/instruments	Nigerian laws and	Textbooks	treatment and	Visit Motor parks,	Newspaper
	and frameworks on child's	conventions/instrumen	1	involvement of children	Bus stations and	reports.
	rights and development	ts and frameworks	Publications	in these places.	observe the	
		on child's rights and	Computer		treatment and	Mama Dad
		development		Y	involvement of	Memo Pad
	the Rights of Children		Code of ethics		children in these	Pen
	(CRC)	Explain the	for Journalists		places.	
		Convention on the	and media	Conduct a vox populi on		Camera
		Rights of Children	practice	any issue/challenges	Conduct a vox	Computer
	Right In CRC	(CRC)		facing the child:	populi on any	Computer
					issue/challenges	Midget
	2.4 Explain the Child Rights	Explain the Four	Demographic	unplanned	facing the child:	
	Act of 2003	Pillars of Right In	and Health	pregnancy,		Microphone
		CRC	Survey	 child labour, 	 unplanned 	National
	255		D. 4	 child trafficking, 	pregnancy,	Bureau of
	2.5 Enumerate the	Explain the Child	Ministries, -	 early marriage. 	• child labour,	Statistics
	responsibilities of the	Rights Act of 2003	Convention on		• child	Report.
	Child in CRA,2003		the Rights of Children		trafficking,	кероп.
	2.6 List the responsibilities of	Enumerate the	(CRC),	L	• early	Police
	the parents in CRA,2003	responsibilities of the	(CRC),	Write a publishable	marriage.	report
	the parents in CKA,2003	Child in CRA,2003	-Child Rights	story, observation and		Sample
	2.7 Explain the implication of	Cilità III CHA 1,2003	Act, (CRA)	findings from the opinion		Script
	violating child rights laws	List the	Act, (CRA)	poll	11' 1 11	Audio
	violating child rights laws	responsibilities of the	-Convention		Write a publishable	Recorder
	2.8 Explain the right to report	±		D	story. observation	
	child abuse	parents in era 1,2003	of All Forms	Prepare a radio script,	and findings from	Sample
		Explain the	of -	produce and present a 15-minute programme on	the opinion poll	posters
		implication of	Discrimination	any issue affecting	Prepare a radio	Sample
		violating child rights	Against	the child	script, produce and	fliers
		laws	Women	uic ciiiu	present a 15-minute	
			(CEDAW)	produce a mini-	programme on any	
			1	Produce a mini	programme on any	

Explain the right to report child abuse Child Rights Monitoring Reports Internet Design an advocacy material on social surtransit media for any issue affecting the child Survey Design an advocacy material on social surtransit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child Design and the child Desi	-				т.		
Explain the right to report child abuse Child Rights Monitoring Reports Monitoring Reports						issue affecting	
report child abuse Monitoring Reports Internet Multiple Indicator Cluster Survey Monitoring Reports Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child			Explain the right to	-Child Rights		the child	
Reports Internet Design an advocacy material on social or transit media for any laterial or any later			report child abuse				
Internet Design an advocacy material on social or transit media for any issue affecting Cluster Survey Design an advocacy material on social or transit media for any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child					1	Produce a mini-	
Internet Design an advocacy material on social or transit media for any large in the child transit media for any large							
Multiple Indicator Cluster Survey Multiple Indicator issue affecting the child Survey Multiple transit media for any Indicator the child Design an advocacy material on social or transit media for any issue affecting the child The child transit media for any issue affecting the child Multiple transit media for any issue affecting the child Multiple Indicator transit media for any issue affecting the child				-Internet	Design an advocacy	issue affecting	
Indicator Cluster Survey Design an advocacy material on social or transit media for any issue affecting the child the child Design an advocacy material on social or transit media for any issue affecting the child					material on social or	the child	
Cluster Survey the child Design an advocacy material on social or transit media for any issue affecting the child							
Survey material on social or transit media for any issue affecting the child Representation of transit media for any issue affecting the child						1	
transit media for any issue affecting the child							
issue affecting the child				Survey			
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General	Objective 3.0: Know the Factor	ors responsible for the	development o	f a Child		
10-11	3.1 Explain the development stages of a child 3.2 Explain the factors responsible for the development of a child 3.3 Explain the effect of slow development of a child	Explain the factors	Textbooks Journals Computer Projector Markerboard Internet	Identify Child Development stages Identify the factors responsible for the development of a child	Guide students to: Identify Child Development stages Identify the factors responsible for the development of a child	Posters Charts Pictorials Video clips
General	Objective 4.0: Know the role	of media in the promo	tion of Child R	ights	,	•
12-13	 4.1 Define Media 4.2 Explain types of media 4.3 Explain the importance of media in the society 	media Explain the importance of media	Textbooks Journals Computer Projector Markerboard Internet	Identify the types of media Identify the role and responsibilities of media in the promotion and protection of child rights Prepare a story using the	media	Posters Pictorials Video clips Sample scripts Sample story
	4.4 Explain the role of media in promoting children's right4.5 Explain the responsibilities of media in the protection of child rights	Explain the role of media in promoting children's right Explain the responsibilities of		rights-based approach on all the causes of the abridgment of these rights	ц	Story

		media in the				
		protection of child				
	4.6 Explain the <i>rights-based</i>	rights			$\langle \bigcup_{k} \rangle$	
	approach to reporting as the	Explain the rights-				
	responsibilities in the pursuit	based approach to				
	of a child's rights	reporting as the				
		responsibilities in the pursuit of a child's		Y		
		rights				
General	Objective 5.0: Know human r		ts-based organi	izations.		
	5.1 Define Human Rights	Explain Human	Textbooks	Visit to the offices or	Guide students to:	Posters
		Rights	Journals	project sites of three		Pictorials
	5 2 Evalsia Hymna Diabta	8	Computer	human-rights focused	Visit the offices or	Video clips
	5.2 Explain Human Rights		Projector Marker board	organisations, (a governmental	project sites of human-rights	
	Organisations	Explain Human	Internet	organisation, a local	focused	
		Rights Organisations	Y	NGO, and an	organisations,(a	
	5.3 List the types of Human	4	2	international	governmental	
				organisation).	organisation, a local	
	Rights Organisations in	List the types of			NGO, or an international	
	Nigeria	Human Rights			organization).	
		Organisations in		Write a report on the	organization).	
	5.4 Explain the scope and	Nigeria		visit	write a report on the	
		ivigena			visit.	
	functions of Rights-Focused	<i>\</i>		Carryout Human rights	C 1	
	Organisations	Explain the scope and		advocacy	Carryout human rights advocacy	
		functions of Rights-			rigins advocacy	
	5.5 Explain the role of media	Focused				
	in the promotion of Human	Organisations				
	Rights	2-8				

				,
5.6 Explain the role of media	Explain the role of		, , , , , , , , , , , , , , , , , , ,	
in promoting the activities of	media in the			
Human Rights organizations	promotion of Human	_	()'	
	Rights			
5.7 Explain the role of a				
reporter as a Human Rights	Explain the role of	4		
advocate	media in promoting			
	the activities of			
	Human Rights			
	organizations			
		Y		
EVALUATION				

EVALUATION:

CA 40%

EXAMINATION: 60%

Speech Communication

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION							
COURSE: Speech Communication COURSE CODE: MAC 222 Contact Hours: 2							
	Credit Unit: 2	Theoretical: 1 Hour/week					
Year: II Semester: II							
	Pre-requisite:	Practical: 1 Hour/week					
GOAL: This course is designed to acquaint the student v	with the knowledge and skills of effe	ective speech communication					
GENERAL OBJECTIVES : On completion of this coun	rse, the students should be able to:						
1.0 Know the classical theory of rhetoric's							
2.0 Know speech process		<i>y</i>					
3.0 Know audience and speaking occasion							
4.0 Know selection of a speech subject and purpose							
5.0 Understand speech composition							
6.0 Know the basic sound of speech							
7.0 Know how to pronounce correctly	±						
8.0 Know the development effective speaking voice							

PROCR	AMN	IE: NATIONAL DIPLO	MA (ND) MASS COM	IMINICATION	N		
		eech Communication	COURSE CODE: M			ntact Hours: 2Hours	
Year: II Semester: II		emester: II	Credit Unit: 2		Т	heoretical: 1 Hour/week	
1 car.	Pre-requisite: Practical: 1 Hour/week						
COURS	E SPI	ECIFICATION: THEO	1	ΓΙCAL		À	
		ourse is designed to acqu			skills of effective sp	eech communication	
General	Object	tive 1.0: Know the classi	cal theory of rhetoric				
THEOR	RETIC	AL CONTENT			PRACTICAL CON	TENT	
Week	Spec	eific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1	Define rhetoric	Explain rhetoric	Textbooks Journals			
	1.2	Explain the sophist theory	Explain the sophist theory	Computer Internet Projector			
	1.3	Explain the "knowledge is eloquent" theory	Explain the "knowledge is eloquent" theory	2			
	1.4	Explain the "able man's theory."	Explain the "able man's theory."				
	1.5	Explain the "methods theory"	Explain the "methods theory"				
General	Object	ive 2.0: Know speech pro	ocess				
3-4	2.1	Explain oral Communication	Enumerate oral communication steps,	Textbooks Journals			
	2.2	Explain the steps	speech development	Computer Internet			

				Y
in speech process	Explain the steps in speech process: Research preparation Writing your speech Practicing putting audio together Handling questions and answers	Projector		
	BONRIDE			174
AA,				174

General (5-6	3.1 Explain the importance	e Explain the	Textbooks		
5-0	of Audience analysis	importance of	Journals		
	, , , ,	Audience analysis	Computer		
	3.2 Explain how to		Internet		
	analyze an	Explain how to	Projector		
	audience:	analyze an audience:			
	Demographic	Demographic			
	PsychographicBehavioural	Psychographic			
	• Culture	Behavioural			
	Cultule	• Culture			
	3.3 Explain how to			Y	
	analyze the	Explain how to			
	occasion	analyze the occasion			
		E C	R		
		OARDE	32		

General (Object	tive 4.0: Know selection of	of a speech subject and p	ourpose			
7-8	4.1 D	efine speech	Explain how to select	Textbooks	Deliver speech using	Guide students to:	Sample
		•	a speech subject that	Journals	different formats	Deliver speech using	Speeches
	4.2 Ex	xplain types of speech	suit the occasion	Computer		different formats	
				Internet			Radio set
	4.3 Ex	xplain how to select a	Explain types	Projector	Demonstrate confidence	Demonstrate	
		h subject that suit the	of speech		in speech delivery	confidence in speech	Tv set
	occas	ion	delivery e.g:			delivery	
			 Written 				Speakers
	4.4 E	xplain types	• impromptu,				
	of spe	eech delivery e.g:	 extemporaneous 				Microphone
	•	Written					
	•	impromptu,	Explain how to				
	•	extemporaneous	develop		y		
			confidence in				
		xplain how to	speech delivery				
		op confidence in					
	1 1	h delivery					
General (Object	tive 5.0: Understand speed	ch organization and com	position			
9-10	5.1	Explain types of speech	Explain	Textbooks	Demonstrate effective	Guide students to	Sample
		composition	types of speech	Journals	intro, sequencing and	demonstrate	Speeches
		•	composition	Computer		effective intro,	1
	5.2	Explain how to		Internet			Radio set
		effectively	Explain how to	Projector		conclusion in a	
		introduce a	effectively	_		speech	TV set
		speech	introduce a				
			speech				Speakers
	5.3	Explain the					
		sequence of an					Microphone
		effective speech	Explain the				
			sequence of an				
	5.4	Explain the value	effective speech				
		of an effective					

			ı			·
	introduction and				(Y	
	conclusion					
General C	Objective 6.0: Know the basic so	ound of speech			4	
11	6.1 Explain consonant sound	Explain consonant	Textbooks	Write symbols from	Guide students to:	Sample
		sound	Journals	sound	Write symbols from	speech
	6.2 Explain vowel sound		Computer		sound	
		Explain vowel sound	Internet	Produce sound from		Microphone
	6.3 Explain diphthongs	L	Projector	symbols	Produce sound from	
		Explain diphthongs			symbols	
	6.4 Explain the phenomena of					
	English language	Explain the				
		phenomena of English				
Cananal	Ohioativa 7 O. Kasar harrata ana	language				
	Objective 7.0: Know how to pro		m (1 1	D 111	C-: 14 14- 4	A 1'
	7.1 Explain the received pronunciation model	Explain the received pronunciation model	Textbooks	Pronounce smoothly	Guide students to:	Audio
	pronunciation moder	pronunciation model	Journals	without hesitation	Pronounce smoothly	devices
			Computer		without hesitation	D: .:
			Internet	Use tone of the voice	XX	Dictionary
			Projector	correctly	Use tone of the	_
					voice correctly	Internet
)	Use melody in speech	** 1 1 1	
				appropriately	Use melody in	
					speech appropriately	
		\sim		Stress word correctly		
					Stress word	
				Pronounce words and	correctly	
				sentences using proper		
	\circ			inflection	Pronounce words	
)			and sentence using	
					proper	
	Objective 8.0: the development of	<u> </u>			1	
13-14		Explain the requisites	Radio	Evaluate voice delivery	Listen to	
	for an effective	for an effective	Cassette		students"	
	speaking voice	speaking voice	player set	Use variety in	delivery revaluate	
				vocalUtterances	vocalization	

8.2 Explain how to vary thevoice	Explain how to vary thevoice		Use acceptable pronunciation		
8.3 Explain the process ofvoice development	Explain the process ofvoice development				
General Objective 9.0: Know the principal	ples of effective delivery	7			
9.1 Explain proper stage conduct	Explain proper stage conduct	Textbooks Copies of speeches of history	Raise panel of judges Organize speech occasions, ad observe student's performance Listen to speeches	Guide students to: Organize speech occasions,ad observe student's performance Listen to speeches	Sample of speeches Smartphone Audio visual recording device

EVALUATION:CA - 40%EXAMINATION - 60%

Newspaper and Magazine Production

PROGRAMME: NATIONAL DIPLOMA MASS CO	MMUNICATION	
COURSE TITLE: Newspaper and Magazine	Course Code: MAC 223	Contact Hours: 3
Production	Credit Unit: 3	Theoretical: 2
Year: II Semester: II	Pre-requisite:	Practical: 1

GOAL: This course is designed to acquaint the student with the knowledge and skills of newspaper and magazine production

GENERAL OBJECTIVES: On completion of this course, the students should be able to:

- 1.0 Understand the history of newspaper publications
- 2.0 Know the structure of a newspaper organization
- 3.0 Understand the history of magazine publications
- 4.0 Know the structure of a magazine organization
- 5.0 Know copy editing and page planning in newspaper and magazine production
- 6.0 Know techniques in newspaper and magazine production in an era of ICT
- 7.0 Understand Newspaper and magazine circulation and marketing
- 8.0 Understand the effects of technology on newspapers and magazine publications

COURSE TITLE: Newspaper and Magazine Production Year: II Semester: II		COURSE CODE: MAC 223			Contact Hours: 3	
		Credit Unit: 3			Theoretical: 2	
		Pre-requisite:			Practical: 1	
	SE SPECIFICATION: THEOR	-	ΓICAL			
GOAL:	This course is designed to acqua	int the student with the	knowledge and	skills of newspaper an	l magazine production	
GENER	RAL OBJECTIVE 1.0: Underst	tand the history of news	spaper publication	ons		
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define newspaper	Define Newspaper	Journals	Identify the classifications of	Guide student to identify the	Internet
	1.2 Trace the history of newspaper publications in Nigeria	Discuss the history of newspaper publications in Nigeria	Projector Computer Marker Marker Board	Identify the content of	1	Computer Newspapers Websites Digital audio
	1.3 Explain the classification of newspaper	Explain the classification of newspaper) ′	newspaper publication	s of newspaper publications	Cable TV TV set Radio Set Newspaper
	1.4 Explain the roles of newspaper publications in media and communication	Explain the roles of newspaper publications in media and communication				Magazines Newsletters Thesaurus Dictionaries
	1.5 Explain the content of a newspaper	Discuss the content of a newspaper				

	1	1				
	<u> </u>	Explain the functions				
	of the contents of the	of the contents of the				
	newspapers	newspapers				
General	Objective 2.0: Know the structur	re of a newspaper organ	isation			1
2.4	2.1 Evalsia the executational	Erralaia 4ha	Tavelagalya	V7: -: 4	Cuida atudanta ta .	Comm10
3-4		Explain the	Textbooks	Visit newspaper	Guide students to:	Sample
		organizational	Journals	organisation	Visit newspaper	Organogram of
			Projector		organisation	newspaper
		newspaper	Computer	Draw the organizational		publications
	2.2 List the personnel involved		Marker	structure of a newspaper	Draw the	Computer
	in newspaper production	List the personnel	Marker Board	publication	organizational	Internet
		involved in newspaper			structure of a	Newspaper
		production		Demonstrate roles of	newspaper	Websites
				personnel in newspaper	publication	Digital audio
	2.3 Explain the roles of the	Explain the roles of		production		recorder
		the personnel listed in			Demonstrate roles of	
	<u> </u>	2.2	\wedge			Printer
		2.2			newspaper	Cable TV
	2.4 Explain the sources of	xplain the sources of			production	TV set
		revenue for newspaper			production	Radio Set
)			
	publications	publications				Newspaper
						Magazines
						Newsletters
						Thesaurus
						Dictionaries
	AL OBJECTIVE 3.0: Underst	, ,			T.	T
5-6	3.1 Define magazine	Define magazine	Textbooks	Visit magazine	Guide students to	Sample
		7	Journals	organisation	visit magazine	Organogram of
	3.2 Trace the history of	Discuss the history of	Projector		organisation	magazine
	magazine publications in	magazine publications	Computer	Draw the organizational		publications
		in Nigeria	Marker	structure of a magazine	Draw the	Magazine
			Marker Board	publication	organizational	Websites
	3.3 Explain the classification			1	structure of a	Digital audio
	1	Discuss the			magazine	recorder
	of magazine paoneations	_ 100000 010	I .	l	r	

	T	T	1	T .		T
	3.4 Explain the roles of	classification of		Demonstrate roles of	-	Desktop
	magazine publications	magazine publications		personnel in magazine		Software
				production	Demonstrate roles of	Printer
		Explain the roles of			personnel in	Cable TV
	3.5 Explain the content of	magazine publications			magazine production	TV set
	magazine publication					Radio Set
					1	Newspaper
	3.6 Explain the functions	Explain the content of				Magazines
	of contents of magazine	magazine publication				Newsletters
	publication			CHIEN		Scanner
		Explain the functions				Printer
		of contents of				Thesaurus
		magazine publication				Dictionaries
General (Objective 4.0: Know the structure	re of a magazine organi	sation 🔏			
7	4.1 Explain the organizational	Explain the	Textbooks	Visit magazine	Guide student to:	Sample
	structure of a magazine	organizational	Journals	organisation	Visit newspaper	Organogram of
	publication		Projector			magazine
	_		Computer		. –	publications
			Marker		Draw the	Magazine
	4.2 List the personnel involved	Explain the personnel	Marker Board			Computer
	in magazine production	involved in Magazine	,			Internet
		production		Draw the organizational	magazine	Magazines
		Y		structure of a magazine		Websites
		Explain the roles of		organisation		
	4.3 Explain the roles of the	the personnel listed in				
	personnel listed in 2.2	2.2		Demonstrate roles of	Demonstrate roles of	
				personnel in newspaper	personnel in	
		Explain the sources of			newspaper	
	4.4 Explain the sources of	revenue for magazine		_	production	
	revenue for magazine	publications				
	publications					
	Objective 5.0: Know copy editing	g and page planning in	newspaper and	magazine production	1	1
8-9	5.1Define copy	Explain copy editing	Textbooks	Edit a copy	Guide student to:	Dummy
U-7	5.1Define copy	Explain copy earning	Journals	дан а сору		Internet
1			pournais		па сору	hurerner

		1	1	1		,
	5.2 Explain copy editing	Explain photo editing	Projector	Edit a picture		Computer
			Computer		Edit a picture	Software
	5.3 Explain photo editing	Explain unit count	Newspapers	Proof read a story		Newspaper
		and copy fitting			Proofread a story	Magazines
	5.4 Explain unit count and			Identify elements of a	Identify elements of	Newsletters
	copy fitting	Explain page planning		newspaper page	a newspaper page	Scanner
						Printer
	5.5 Explain page planning	Explain typography		Plan a page	Plan a page	Thesaurus
		and typesetting				Dictionaries
	5.6 Explain typography and			Identify elements of	Identify elements of	
	typesetting	Explain proofreading		design and layout for:	design and layout	
	oj posetting	promprooned		• Newspaper	for:	
	5.7 Explain proofreading	Explain elements of a		magazine	 Newspaper 	
	or, military brooms	newspaper page	_^		• magazine	
	5.8 Explain elements of a	no wapapar paga		Design a layout for:	Design a layout for:	
	newspaper page	Explain elements of		• newspaper	• newspaper	
	newspaper page	newspaper design and		magazine	magazine	
	5.9 Explain elements of a	layout	Y	magazme	magazine	
	newspaper page		Y			
	newspaper page					
	5.10 Explain elements of		Y			
	newspaper design and layout					
	newspaper design and rayout					
General	Objective 6.0: Know techniques	in novement and mage	 	in an are of ICT		
			•		Guide student to:	Intomat
10-11	6.1Explain web off set	Explain web off set	Textbooks Journals	Visit to printing press	Guide student to:	Internet
	(lithography)	(X7:-:4	Computer
			Projector		Visit printing press	Software
	6.2 Explain colour	I	Computer	01	Ola	Newspaper
	separation	1	Newspapers	Observe production	Observe production	Magazines
		Explain gravure		<u> </u>	process of	Newsletters
	6.3 Explain gravure	printing		magazine publication	newspaper or	Scanner
	printing			T.1	magazine	Printer
		Explain paste up		Identify the method used	publication	Thesaurus
	6.4 Explain paste up			in printing		Dictionaries
				newspaper/magazine		

		Explain filming			Identify the method	
	6.5 Explain filming			Identify the stages of	used in printing	
		Explain plate making		newspaper production	newspaper/magazine	
	6.6 Explain plate					
	making	Explain printing		Produce a newspaper or	Identify the stages of	
				magazine	newspaper	
	6.7 Explain printing			\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	production	
				Y	Produce a	
					newspaper or	
<u> </u>		<u> </u>			magazine	
General	Objective 7.0: Understand News	spaper and magazine cit	culation and ma	rketing		
12	7.1 Define circulation in	Define circulation in	Textbooks	Circulate produced	Guide students to	Computer
	newspaper and magazine	newspaper and	Journals	newspaper/magazine	1	Internet
	publications	magazine publications		Y	newspaper/magazine	Software
			Computer	y		Newspaper
		Explain importance of	Newspapers			Magazines
	7.2 Explain importance of	circulation to the	Y			Newsletters
	circulation to the newspaper	newspaper and	, , , , , , , , , , , , , , , , , , ,			
	and magazine business	magazine business				
) ,			
		Explain the marketing				
	7.3 Explain the marketing	process of newspapers				
	process of newspapers and	and magazines				
	magazines publications	publications				
	7.4 Explain challenges of	Explain challenges of				
	newspaper circulation in	newspaper circulation				
	Nigeria	in Nigeria				
General	Objective 8.0: Understand the ef	ffects of technology on	newspapers and	magazine publications		
13-14	8.1 Explain the technological	Discuss the	Textbooks			
	advancement in newspaper and	technological	Journals			
	magazine production	advancement in	Projector			

	newspaper and	Computer		
	magazine production	Newspapers		
8.2 Explain the effects of ICT				
technology on the processes of	Explain the effects of			
newspaper and magazine	ICT technology on the			
production	processes of			
	newspaper and			
	magazine production			
8.3 Explain the effect of the	Explain the effect of			
emergence of the social media	the emergence of the			
on the newspaper and	social media on the			
magazine industry	newspaper and			
	magazine industry	_^^		
8.4 Explain the effect of the			(Y	
emergence of the digital media	Explain the effect of			
platforms (Blogs, Podcast, etc)	the emergence of the			
on the newspaper and	digital media	Y		
magazine industry	platforms (Blogs,	,		
	Podcast, etc) on the			
	newspaper and	,		
	magazine industry	1		

EVALUATION: CA 40% EXAMINATION: 60%

Broadcast Production II

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION								
COURSE: Broadcast Production II	COURSE CODE: MAC 224	Contact Hours 2 Hours						
	Credit Unit: 2	Theoretical:1 Hour/week						
	Pre-requisite:	Practical: 1Hour/week						

GOAL: This course is designed equip the student with the knowledge and skills of broadcast production and presentation

- 1.0 Know audience research in broadcast production
- 2.0 Know radio programmes production and presentation
- 3.0 Know television programmes production and presentation
- 4.0 Know the outside broadcast production and streaming

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION						
COURSE: Broadcast Production II	COURSE CODE: MAC 224	Contact Hours: 2 Hours/week				
Year: II Semester: II	Credit Unit: 2	Theoretical: 1 Hour/week				
	Pre-requisite:	Practical: 1Hour/week				

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL
GOAL: This course is designed equip the student with the knowledge and skills of broadcast production and presentation

General Objective 1.0: Know audience research in broadcast production

THEO	RETICAL CONTENT		PRACTICAL CONTENT			
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Explain audience	Explain audience Explain types of	Internet	Identify types of audience	Guide students to: Identify types of audience	Radio set Computer
	1.2 Explain types of audience1.3 Explain the	audience Explain the characteristics of the	Marker Projector Marker Board Computer	Identify characteristics of audience	Identify characteristics of audience	Microphone Audio Mixe
	characteristics of the audience	audience Explain audience		Identify types of audience research in broadcast production	Identify types of audience research in broadcast production	Sound card
	1.4 Explain audience	research in broadcast production Explain types of		Carry out audience	Carry out audience research for a broadcast production	Sample Radio
	1.6 Explain types of audience research in broadcast production	audience research in broadcast production		research for a broadcast production	production	Stations programmes schedule
	between audience research and broadcast production.	Explain the linkage(s) between audience research and broadcast production.				

	_	_				
	1.8 Explain how to	Explain how to conduct			(y	
	conduct audience	audience broadcast				
	broadcast research	research				
Genera	al Objective 2.0: Know rad	io programmes production	on and presentat	ion		
3-7	2.1 Explain how to	Explain how to generate	Books	Generate programme /	Guide students to:	Radio studio
	generate a programme	a programme idea for	Journals	idea for radio	Generate programme	
	idea for radio	radio broadcast	Internet	production	idea for radio	Microphones
	broadcast production	production	Marker	production	production	Merophones
	1	Ī	Projector	Identify audience of	production	Audio Mixers
	2.2 Explain the audience	Explain the audience of	Marker Board		identify audience of	Audio Mixers
		a radio programme	Computer	a radio programme	identify audience of	T 7'
	production	production	F		a radio programme	Vison mixers
	1	Ī				
	2.3 Explain the elements	Explain the elements of		Prepare script for		Sample
	of radio production	radio production		radio production	Prepare script for	scripts
	r				radio production	
	2.4 Explain the limitations	Explain the limitations		Set up a radio		Organogram
	of radio production	of radio production		production team	Set up a radio	of a radio
	r		2		production team	station
				Demonstrate role of a	ſ	
	2.5 Explain how to hunt	Explain how to hunt for			Demonstrate role of	Organogram
	for talents for radio	talents for radio		F	a production team	of a
	production	production			member	production
	production					team
	2.6 Explain factors	Explain factors guiding		Produce a radio		Cam
	guiding radio	radio production			Produce a radio	Satellite radio
	production			F8		Satellite radio
	T	Explain a radio script		format.	programme using a	G 1
		Zapidai di radio seripi			format.	Sample
	2.7 Explain a radio script	Explain how to prepare		Edit a radio		Programme
	2.8 Explain how to	a radio production		programme-		schedule
	prepare a radio	script		Demonstrate how to	Edit a radio	
	production script	peript		insert mix sound	programme-	Hard Drive
	production script	Explain radio				
	2.9 Explain radio	programme production		Demonstrate how to	Demonstrate how to	Storage
	2.7 LAPIGITI TAGIO	programme production				=

programme	process		dub programmes	insert mix sound	Devices
production process					
	Explain resource		Present a radio	Demonstrate how to	Digital Audio
2.10 Explain resource	mobilisations for radio		programme using any	dub programmes	Recorder
mobilisations for radio	production		format:		
production			• News	Present a radio	Smartphones
	Explain budgeting for		• Talk show	programme using	Smartphones
2.11 Explain budgeting	radio production		Interviews	any format:	Headset
for radio production			• Sports	• News	Treadset
	Explain the production		±	• Talk show	Headset with
2.12 Explain the	team for radio		• Entertainment		
production team for	programming		• Special	• Interviews	talkback
radio programming			programme,	• Sports	T 11
	Explain the functions of		etc	 Entertainment 	Editing
2.13 Explain the functions				 Special 	Software
of production team	members in radio		Direct a radio	programme,	
members in radio	production		programme	etc	
production					
	Explain how to edit	,	Demonstrate how to	Direct a radio	
	radio programme		archive radio	programme	
radio programme			production		
	Explain how to insert	, ,	1	Demonstrate how to	
2.15 Explain how to	special effects in radio		Demonstrate how to	archive radio	
insert special effects	programmes production	Y	retrieve a radio	production	
in radio programmes			production	production	
production	Explain presentation		production	Demonstrate how to	
				retrieve a radio	
	Explain radio			production	
2.16 Explain presentation	programme presentation			production	
2.17 Explain radio	Explain techniques of				
programme	radio programme				
presentation	presentation				
	Explain the skills of a				
2.18 Explain techniques	radio programme				
of radio programme	presenter				

	presentation 2.19 Explain the skills of a radio programme presenter 2.20 Explain directing in radio programme presentation. 2.21 Explain factors guiding directing radio programme presentation 2.22 Explain how to archive a radio production. 2.23 Explain to retrieve a radio programme from archive	Explain directing in radio programme presentation. Explain factors guiding directing radio programme presentation Explain how to archive a radio production. Explain to retrieve a radio programme from archive				
General	Objective 3.0: Know telev	ision programme produc	tion and present	ation	•	
8-12	3.1 Explain how to generate a programme idea for television broadcast production 3.2 Explain the audience of a television broadcast production 3.3 Explain the elements of Television production	Explain how to generate a programme idea for television broadcast production Explain the audience of a television broadcast production Explain the elements of Television production Explain the limitations	Journals Internet Marker Projector	Generate programme idea for television production identify audience of a television programme Prepare script for television production	Guide students to: Generate programme idea for television production identify audience of a television programme Prepare script for television production	Sample scripts TV Guide Radio studio Microphones Audio Mixers Vison mixers Cable TV
		•	•	•		190

3.4 Explain the	of television production		Set up a television	(Y	Drone
limitations of television			production crew	Set up a television	
production			1	production crew	Organogram
	Explain how to hunt for		Demonstrate role of a		of a TV
3.5 Explain how to	talents for television		production crew	Demonstrate role of	station
hunt for talents for	production		member	a production crew	
television production				member	Organogram
	Explain factors guiding				of a
3.6 Explain factors	television production		Produce a radio		production
guiding television			programme using a	Produce a radio	team
production	Explain a television		format.	programme using a	Cum
	script		ioiniat.	format.	Sample
3.7 Explain a				ioimat.	Programme
television script	Explain how to prepare		Edit a radio		schedule
	a television production			TC 1', 1'	schedule
3.8 Explain how to	script		programme-	Edit a radio	Hand Daires
prepare a television		\sim		programme-	Hard Drive
production script	Explain television				G.
	programme production		Present a television		Storage
3.9 Explain television	process		programme using any	Present a television	Devices
programme production			format:	programme using	
process	Explain resource		 News 	any format:	Digital Audio
2.10 E1-1-	mobilisations for	,	 Talk show 	• News	Recorder
3.10 Explain resource	television production		 Interviews 	 Talk show 	
mobilisations for			 Sports 	 Interviews 	Smartphones
television production	Explain how to hunt for talents for television		 Entertainment 	 Sports 	Lights
3.11 Explain how to			 Special 	 Entertainment 	
3.11 Explain how to hunt for talents for	production		programme,	 Special 	Teleprompter
television production	Explain budgeting for		etc	programme,	
television production	television production			etc	Headset
3.12 Explain	television production		Direct a television		
budgeting for television	Explain the production		programme	Direct a television	Headset with
production	crew for television		r - 0	programme	talkback
production	programming			r 0	
3.13 Explain the	r 2		Demonstrate how to	Demonstrate how to	Editing
production crew for	Explain the functions of		archive television	archive television	Software
1	1		mi viii v v v v v v v v v v v v v v v v	MI 0111 1 0 1010 1 151011	

television programming	production team		production	production	
	members in television		<u>r</u>	μ.	Laptop
	production			Demonstrate how to	Laptop
functions of production	production			retrieve a television	
	Explain how to edit		Demonstrate how to	production	
	television programme		retrieve a television	production	
television production	television programme		production		
2.15 Evalsia haveta					
	Explain how to insert				
	special effects in				
	television programmes				
	production				
3.16 Explain how to					
	Explain presentation				
television programmes					
production	Explain television				
	programme presentation				
3.17 Explain					
presentation	Explain techniques of				
	television programme	Y			
3.18 Explain television		O Y			
programme presentation					
1 0 1	Explain the skills of a				
	television programme				
<u> </u>	presenter				
programme presentation	presenter				
	Explain directing in				
	television programme				
of a television	presentation.				
programme presenter	presentation.				
1 0 1					
	Explain factors guiding				
	directing television				
in television programme	production				
presentation.					
2.22					
3.22 Explain factors					
guiding directing					
television production					

General	Objective 4.0: Know outsi	de broadcast production	and streaming			
	4.1 Explain Outside	Explain Outside	Books	Visit a radio station.	Organise students visits	Drone
	Broadcast	Broadcast	Journals		to:	Digital Audio
			Internet	Visit a TV station	Radio station	recorder
	4.2 Explain the facilities	Explain the facilities	Marker		TV station	Digital Video
1	required for outside	required for outside	Projector Marker Board	Identify facilities for	Childs students to:	recorder
	broadcast production	broadcast production	Computer	outside broadcast	Guide students to:	Camera
			Computer	production.	Identify facilities for outside broadcast	Microphones
	4.3 Explain the challenges				production.	Audio-Mixer
	of Outside broadcast	of Outside broadcast			production.	Vision-mixer
	production	production		Demonstrate the		
	4.4 Evaloia de o	Evaloia the immentance		procedure for outside	Demonstrate the	
	4.4 Explain the importance of research in	Explain the importance of research in outside		broadcast production	procedure for outside	
	outside broadcast	broadcast production		Demonstrate outside	broadcast production	
	production	broadcast production		broadcast production	1	
	production	Explain the procedure		broadcast production	Demonstrate outside	
		for outside broadcast			broadcast production	
	4.5 Explain the procedure	production	O Y	Identify electronic news	T.1	
	for outside broadcast			gathering equipment	Identify electronic news gathering equipment	
	production	Explain the types) '		gamering equipment	
		programmes for			Produce a :	
		Outside Broadcast:			• Radio	
	4.6 Explain the types of	• news		Produce a:	programme	
I	programmes for Outside	• sport		• Radio	TV programme	
	Broadcast:	 Ceremonials 		programme	Stream a:	
	news	L _ () }		TV programme	• Radio	
	• sport	Explain Transmission in		Stream a:	programme	
	 Ceremonials 	Broadcasting		• Radio	• TV programme	
	4.7 Evaloin Transmis	Evaloin the		programme		
	4.7 Explain Transmission in Broadcasting	Explain the difference between:		TV programme		
	in broaucasting	• live				
	4.8 Explain the difference					
l I	between:	• delayed				
		- delayed	1		1	I.

					,
• live	transmission				
transmission					
 delayed 	Explain Electronic New				
transmission	Gathering equipment				
4.9 Explain Electronic	Explain streaming			\circ	
New Gathering equipment					
	Explain how to stream				
4.10 Explain streaming	radio broadcast				
	production				
4.11Explain how to					
stream radio broadcast	Explain how to				
production	stream television				
	broadcast production		$\langle \lambda \rangle$		
4.12 Explain how to	Explain new trends in				
stream television	broadcast production) '		
broadcast production					
		,			
4.13 Explain new trends in					
broadcast production					

EVALUATION:

CA; 40%

EXAMINATION: 60%

Media and Communication Law

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION							
COURSE TITLE: Media and Communication Law Course Code: MAC 225 Contact Hours: 2)							
	Credit Unit: 2	Theoretical: 1					
Year: II Semester: II	Pre-requisite:	Practical: 1					

GOAL: This course is designed to acquaint student with knowledge of law of media and communication practice in Nigeria

- 1.0 Know the nature of law and legal systems in Nigeria
- 2.0 Know the concept of media law
- 3.0 Know defamation in media and communication law
- 4.0 Know contempt in media and communication law
- 5.0 Know copyright in media and communication law
- 6.0 Understand the law of sedition
- 7.0 Know the restrictions on invasion of privacy
- 8.0 Know the FOI Law and Cybercrime law

PROGRAM	IME: NATIONAL DII	PLOMA MASS COMMUNICATION	
COURSE TITLE: Media and CO		COURSE CODE: MAC 225	Contact Hours: 2
Communica	IOII Law	Credit Unit: 2	Theoretical: 1
Year: II	Semester: II	Pre-requisite: MAC 216	Practical: 1
COURSE S	PECIFICATION: TH	FORETICAL AND PRACTICAL	

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL
GOAL: This course is designed to acquaint student with knowledge of law of media and communication practice in Nigeria

GENERAL OBJECTIVE 1.0: Know the nature of law and legal systems in Nigeria

THEO	RETICAL CONTENT	PRACTICAL CONTENT				
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define Law	Define Law	Textbooks Journals			
	1.2 Explain the Characteristics of Law	Explain the Characteristics of Law	Law reports Marker Markerboard Projector			
	1.3 Explain the sources of law	Discuss the sources of law	Computer			
	1.4 Explain factors that influence law enactment	Explain factors that influence law enactment				
	 1.5 Explain how Law influences: content research and development production and presentation of media content 	 Explain how Law influences: content research and development production and presentation of media content 				

	professional practice	• professional practice			
	1.6 Explain the Nigerian Legal				
	System	Explain the Nigerian Legal System		\bigcirc	
	1.7 Explain the Characteristics	Legar System			
	of Nigerian legal system	Explain the			
		Characteristics of			
	Explain the three broad	Nigerian legal system			
	division of Nigerian law:	Explain the three broad division of			
	• contracts	Nigerian law:			
	• torts	• contracts			
	• contents.	• torts			
		• contents.	Y		
General	Objective 2.0: Know the concep	t of media law	2'		
4	2.1 Define media law	Define media law	Textbooks		
	2.2 Explain the sources of	Discuss the sources	Journals Law reports		
	media law	of media law	Marker		
	2.3 Highlight the	Explain the	Markerboard Projector		
	characteristics of media law	characteristics of	Computer		
		media iaw			
	2.4 Explain the relevance of	Explain the relevance of media law			
	media law	oi media iaw			
General	Objective 3.0: Know defamation	in media and commur	nication law		

f Defamation. 3 Explain types of Defamation	Explain third party factor of Defamation. Explain types of	Journals Law reports Marker Markerboard		Identify types of defamation	Judicial Reports Law reports
f Defamation. .3 Explain types of Defamation	factor of Defamation. Explain types of	Marker			-
.3 Explain types of Defamation	Explain types of			aeramanon	Constitution
Defamation	Explain types of		slander	detaillation	Gazettes
	T- C .:	Projector		Distinguish libel	Internet
	Defamation	Computer	Identify defences against		Computer
4 E1-1 4114			defamation		1
•	Explain the elements			Identify defences	
efamation	of defamation				
.5 Explain Defamation and	Explain Defamation				
*					
			\		
_			,		
	=				
7 Explain Defenses against	against defamation				
<u> </u>					
Cramation.	4				
 Fair comment 					
 Rolls of plea)			
Public interest					
Č	n madia and communic	etion law			
		T	T		Т
.1 Define Contempt					Court Proceedings
				Visit a court	Judicial Reports
.2 Explain contempt of court	1	*			Law reports
			<u> </u>		Constitution
				proceedings	Gazettes
ontempt	Lynloin the number	•	* * *		Internet
		Computer	_		Computer
.4 Explain types of contempt	or contempt			contempt of court	
	Discuss types of		Demonstrate the		
- b	5 Explain Defamation and ress Conference 6 Explain Defamation & aulgar Abuse 7 Explain Defenses against efamation: • Fair comment • Rolls of plea • Public interest • Privilege Djective 4.0: Know contempt in 1 Define Contempt 2 Explain contempt of court 3 Explain the purpose of contempt 4 Explain types of contempt	Explain Defamation and ress Conference 6 Explain Defamation & ulgar Abuse 7 Explain Defenses against efamation: • Fair comment • Rolls of plea • Public interest • Privilege Dejective 4.0: Know contempt in media and communic 1 Define Contempt 2 Explain Defamation & Vulgar Abuse Explain Defences against defamation Explain Defamation & Vulgar Abuse Explain Defences against defamation Explain Defamation & Vulgar Abuse Explain Defences against defamation Define Contempt Define Contempt Explain Defamation and Press Conference Explain Defamation & Vulgar Abuse Explain Defences against defamation Define Contempt Explain Defamation and Press Conference Explain Defamation & Vulgar Abuse Explain Defences against defamation Privilege Define Contempt Explain contempt of court Explain the purpose	Explain Defamation and ress Conference 6 Explain Defamation & Explain Defamation & Ulgar Abuse 7 Explain Defenses against efamation: • Fair comment • Rolls of plea • Public interest • Privilege Defective 4.0: Know contempt in media and communication law 1 Define Contempt 2 Explain contempt of court 3 Explain the purpose of ontempt 4 Explain the purpose of contempt Explain Defamation & Vulgar Abuse Explain Defences against defamation Explain defamation Textbooks Journals Law reports Marker Markerboard Projector Computer	S Explain Defamation and ress Conference 6 Explain Defamation & Explain Defamation & Ulgar Abuse Explain Defenses against efamation: • Fair comment • Rolls of plea • Public interest • Privilege Define Contempt 2 Explain contempt of court 3 Explain the purpose of ontempt 4 Explain types of contempt 4 Explain types of contempt 5 Explain Defamation & Explain Defamation & Vulgar Abuse Explain Defences against defamation Explain Defamation Explain Defamation & Vulgar Abuse Explain Defences against defamation Fixthooks Journals Law reports Marker Marker Marker Marker Marker Marker Markerboard Projector Computer Demosytate the	Explain Defamation and ress Conference 6 Explain Defamation & Explain Defamation and Press Conference 6 Explain Defamation & Unique Abuse Explain Defenses against defamation 8 Vulgar Abuse Explain Defences against defamation 9 Fair comment 1 Rolls of plea 1 Public interest 1 Privilege 1 Define Contempt 2 Explain contempt of court 2 Explain contempt of court 3 Explain the purpose of contempt 4 Explain the purpose of contempt 4 Explain the purpose of contempt 4 Explain the purpose of contempt 5 Explain Defamation and Press Conference Explain Defamation 8 Vulgar Abuse Explain Defences against defamation 8 Vigit a court 9 Visit a court 9 Observe court 9 Obse

	4.4 Explain laws of contempt	contempt		restrictions on taking of	Demonstrate the	
	in Nigeria			photographs in court.	restrictions on taking	
		Highlight the laws of			of photographs in	
	4.5 Identify the law restricting	contempt in Nigeria			court.	
	reporting of pending cases in	contempt in raigena		Identify cases of		
	courts	Discuss the law		contempt of court in	Identify cases of	
	Courts	restricting reporting		±		
		of pending cases in		Nigeria	contempt of court in	
		1 0		* * * * * * * * * * * * * * * * * * *	Nigeria	
	4.6 Explain Contempt under	courts				
	the criminal Code	Explain Contempt				
		under the criminal				
		Code				
	4.7 Explain sanctions that may	Code				
	be imposed by the court			\rightarrow		
	be imposed by the court	Explain sanctions that		,		
		may be imposed by				
	4.8 Explain grounds on which	the court				
	court may pardon contempt of	inc court	Y			
	court		, y			
	Court	Discuss grounds on				
		which court may	Y			
		pardon contempt of	1			
		court				
General (Objective 5. 0: Know copyright	in media and communi	ication law			
	5.1 Define Copyright	Define Copyright	1	Identify copyright cases	Guide students to:	Court Proceedings
9-10	5.1 Define Copyright	Define Copyright		in Nigeria		Judicial Reports
	5 2 Evaloin conveight in:	\) '		111 14180119		_
	5.2 Explain copyright in:	Evaloia oo ayyalati iss	Law reports	Idantific na accinamant for		Law reports
	• news,	Explain copyright in:		Identify requirement for		Constitution
	• title,	• news,	Markerboard	copyright to exist in a		Gazettes
	 nom de plume etc. 	• title,	5	work	Identify requirement	
		 nom de plume 	Computer		for copyright to exist	-
		etc.			in a work	Internet
	5.3 Explain the purpose of					
	Copyright Law	Explain the purpose				
-			•		•	

		of Copyright Law				
	5.4 Explain works eligible for copyright	Explain works eligible for copyright			SCA	
	5.6 Explain works not usually				,	
	eligible for copyright	Explain works not usually eligible for copyright				
	5.7 Explain Copyright and					
	news event	Discuss Copyright & News event				
	5.8 Explain requirement for					
	copyright to exist in a work	Discuss requirement for copyright to exist in a work				
	5.9 Explain Duration of	in a work	Y			
	copyright:	Duration of	0			
	Period of ownershipTransfer of ownership	copyright: Period of ownership Transfer of ownership				
	5 10 F 1 1 D C					
	5.10 Explain Defences of copyright infringement	Explain Defences of copyright				
	copyright infringement	infringement				
General (Objective 6.0: Understand the la					
11	6.1 Define sedition	Define sedition	Textbooks Journals	Identify ground for criminal libel	Guide students to identify ground for	Court Proceedings Judicial Reports
	6.2 Explain the law	Explain the law of	Law reports		criminal libel	Law reports
	of sedition in Nigeria	sedition in Nigeria	Marker			Constitution
			Markerboard			Gazettes

	6. 3 Explain criminal libel	Explain criminal libel	Projector		Y	Internet
			Computer			Computer
		Discuss cases of				
	1	sedition that has				
		happened in Nigeria				
General	Objective 7.0: Know the restrict	ions on invasion of pri	vacy			
12-13	7.1 Define privacy	Define privacy	Textbooks	Identify invasion of	Guide students to:	Constitution
			Journals	privacy		Court Proceedings
	7.2 Define Snooping	Explain Snooping	Law reports		Identify invasion of	Judicial Reports
			Marker		privacy	Law reports
		Describe some	Marker board	Justify of invasion of	T .: C C: :	Constitution
	7.3 Describe some offences	offences that can	Projector	privacy	Justify of invasion	Gazettes
	that can arise from	arise from	Computer		of privacy	Internet
				Y		Computer
	snooping	snooping		y		
		T 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				
		Explain situations in	(Y			
	7.4 Explain situations in which invasion of privacy may be					
	justified	justified				
	Justified	justified)			
	7.5 Explain cases of invasion	Discuss cases of				
	of privacy in Nigeria	invasion of privacy in				
	or privacy in regard	Nigeria				
	A Y					
	, , , , , , , , , , , , , , , , , , ,					

General	eneral Objective 8.0: Know the FOI Law and Cybercrime law						
14-15	81 Define FOI Law	Explain FOI law	Textbooks	Identify the provisions of		Constitution	
	8.2 Explain the provisions of FOI Law	Discuss the provisions of FOI	Journals Law reports Marker	FOI Act	Identify the provisions of FOI Act	Law reports Court Proceedings Judicial Reports	
	8.3 Explain the provisions Official Secrets Act	Law Discuss the provisions of Official	Markerboard Projector Computer	Identify cases of: • Cyber bullying	Identify cases of: • Cyber bullying	Law reports Constitution Gazettes Internet	
	8.3 Define Cybercrime8.4. Explain cybercrime	Secrets Act Explain Cybercrime		Cyber stalking and;Phishing in Nigeria	Cyber stalking and;Phishing in Nigeria	Computer	
		Discuss cybercrime prohibition and		Nigeria	Tvigeria		
	8.5 Explain the following terms:	prevention law		,			
	 Cyber bullying Cyber stalking Phishing Cyber terrorism 	Explain the following terms: • Cyberbullying • Cyberstalking • Phishing • Cyber terrorism					

EVALUATION: CA 40% EXAMINATION: 60% **Investigative and Interpretative Reporting**

PROGRAMME: NATIONAL DIPLOMA MASS CO	MMUNICATION	
COURSE TITLE: Investigative and Interpretative	Course Code: MAC 226	Contact Hours: 3)
Reporting	Credit Unit: 3	Theoretical: 1
Year: II Semester: II	Pre-requisite:	Practical: 2

GOAL: This course is designed to equip the student with the skills and techniques of investigative and interpretative reporting

- 1.0 Understand investigative reporting
- 2.0 Know investigation in journalism
- 3.0 Know investigative report writing
- 4.0 Understand interpretative reporting
- 5.0 Know interpretative report writing
- 6.0 Understand the legal and ethical issues of investigative and investigative reporting

	E TITLE: Investigative and	COURSE CODE: MA	AC 226	Contact	Hours: 3	
Interpret	ative Reporting	Credit Unit: 3		Theore	tical: 1	
Year: I	I Semester: II	Pre-requisite:		Practic	al: 2	
COURS	E SPECIFICATION: THEOR	RETICAL AND PRACT	ΓICAL	V'		
GOAL: T	This course is designed to equip	the student with the ski	lls and technique	s of investigative and into	erpretative reporting	
JENER	EAL OBJECTIVE: Understand	investigative reporting				
THEOF	RETICAL CONTENT			PRACTICAL CONTE	NT	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define investigative reporting	Explain investigative reporting Explain characteristics	Textbook Journals Computer	Identify the characteristics of investigative reporting	Guide students to: Identify the characteristics of investigative	Digital audio recorder Computer Software
	1.2 Explain characteristics of investigative reporting	of investigative reporting	Marker Marker board	Demonstrate qualities of an investigative reporter	reporting	Newspaper Magazines Newsletters
	1.3 Explain elements of investigative reporting	Explain elements of investigative reporting Explain functions of investigative reporting		Identify issues that require investigation Identify the hazards of	Demonstrate qualities of an investigative reporter	Thesaurus Dictionaries Reporters Notepad Internet
	1.4 Explain functions of investigative reporting in society	in society Explain investigative reporter		investigative reporting	Identify issues that require investigation Identify the hazards	
	1.5 Explain the investigative reporter	Explain the qualities of an investigative reporter			of investigative reporting	

	1.6 Explain the qualities of	Explain the issues that			()	
	an investigative reporter	require investigation				
		Explain the hazards of				
	_ <u>*</u>	investigative reporting				
	require investigation					
		Explain strategies to				
		overcome the hazards				
	_	of investigative				
	investigative reporting	reporting				
	1.9 Explain strategies to					
	overcome the hazards of					
	investigative reporting					
	Objective 2.0: Know investigation			y		
4-7	1 1	* *	Textbook	<i>J</i> 1	Guide students to:	Digital audio
	l •			conducting investigation		recorder
	investigation		Computer		Identify steps in	Computer
			Projector		conducting	Software
			Marker		investigation	Newspaper
	groundwork research in			Conduct an		Magazines
	investigative reports	in investigative		III v obtigation	Conduct an	Newsletters
		reports			investigation	Thesaurus
	2.3 Explain the role of	\circ				Dictionaries
		Explain the role of				Reporters
	and regulatory agencies					Notepad
		and regulatory				Internet
		agencies in				
		investigative reporting				
	2.4 Explain the importance of					
		Explain the				
		importance of fact				
		checking in				
		investigative reporting				

General	Objective 3.0: Know investigative	ve report writing				
8-10	investigative reports 3.2 Explain the structure of an investigative report	investigative reports Explain the structure of an investigative report	Textbook Journals Computer Projector Marker Marker board	Identify source of investigative report Write an investigative report	Guide student to: identify source of investigative reporting write an investigative report	Sample investigative report Digital audio recorder Computer Software Newspaper Magazines Newsletters Thesaurus Dictionaries Reporters Notepad Internet
	Objective 4.0: Understand interp			L	la	To 1
11-12	4.1 Define interpretative reporting		Textbook Journals Computer	Identify characteristics of interpretative reporting	Guide students to: Identify characteristics of	Sample interpretative report
	4.2 Explain characteristics of interpretative reporting	or mitorprotective	N * ±	interpretative reporting	interpretative reporting	Digital audio recorder Computer
	4.3 Explain functions of interpretative reporting4.4 Explain the issues, events and situations that need	Explain functions of interpretative reporting Explain the issues,		Identify issues, events and situations that require interpretation	Identify issues, events and situations that require interpretation	Software Newspaper Magazines Newsletters Thesaurus
	interpretation 4.5 Explain factors that affect interpretation of news stories by journalists	events and situations that need interpretation Explain factors that affect interpretation of		Identify factors that affect interpretation of news stories by journalists	Identify factors that affect interpretation of news stories by journalists	Dictionaries Reporters Notepad Internet

			1				
		news stories by					
		journalists					
General Objective 5.0: Know interpretative report writing							
13-14	5.1 Explain the steps required	Explain the steps	Textbook	Gather information for	Guide student to:	Sample	
	in the process of	required in the process	Journals	interpretative report		interpretative	
	interpretation	of interpretation	Computer		Gather information	reports	
			Projector		for interpretative	Digital audio	
		Explain types of news	Marker	Write an interpretative	report	recorder	
	5.2 Explain types of news	interpretation	Marker board	report		Computer	
	interpretation					Software	
					Write an	Newspaper	
		Explain the process of			interpretative report	Magazines	
	5.3 Explain the process of	writing an				Newsletters	
	writing an interpretative	interpretative report		Y		Thesaurus	
	report					Dictionaries	
						Reporters	
			()			Notepad	
			,			Internet	
General	Objective 6.0: Understand the le	gal and ethical issues to	investigative an	d investigative reporting			
15	6.1 Explain the legal issues to	Explain the legal	Textbook	Use case study to	Guide students to	Code of Ethics	
	investigative and	issues to	Journals	analyse legal issues in	use case study to	NBC Code	
	interpretative reporting	investigative and	Computer	investigative and	analyse:	NPC Code	
			Projector	interpretative reporting	 legal issues in 	Constitution	
	6.2 Explain the ethical issues	1 9	Marker		investigative and	Case study	
	to investigative and		Marker board		interpretative	Internet	
	interpretative reporting	Explain the ethical		Use case study to	reporting	Computer	
		issues to		analyse ethical issues in	 ethical issues in 		
		investigative and		investigative and	investigative and		
	6.3 Explain 'undercover	interpretative		interpretative reporting.	interpretative		
	reporting'	reporting			reporting		
		Explain 'undercover					
	\(\frac{1}{2}\)	reporting' in		Demonstrate undercover			
				reporting	undercover reporting		

	investigative reporting		

EVALUATION: CA 40% EXAMINATION: 60% Media, Democracy and Governance

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION							
COURSE: Media, Democracy and Governance	COURSE CODE: MAC 227	Contact Hours 2					
Year: II Semester: II	Credit Unit: 2	Theoretical: 2 Hours/week					
	Pre-requisite:	Practical:					

GOAL: The course is designed to expose students to the role of media in deepening democracy and good governance

- 1.0 Understand the concept of democracy
- 2.0 Understand the concept of good governance
- 3.0Understand the roles of international institutions in promoting democracy and good governance
- 4.0 Understand role of the media in promoting democracy and good governance

DDOCI	RAMME: NATIONAL DIPLO	MA (ND) MASS COM	MINICATION	NT .		
COURS	SE: Media, Democracy and	COURSE CODE: MA			Contact Hours: Hours 2	
Governa	nnce	Credit Unit: 2			Theoretical: 2 Hours/wee	ek
Year:	II Semester: II					
		Pre-requisite:			Practical:	
	SE SPECIFICATION: THEOR				X Y	
GOAL:	The course is designed to expos	e students to the role of	the Media in de	epening democracy	and good governance	
General	Objective 1.0: Understand the o	concept of democracy			/	
THEO	RETICAL CONTENT			PRACTICAL CO	NTENT	
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	g Teacher's Activities	Resources
1-3	1.1 Explain political system	Explain political	Textbooks			
	1.25 6 1	system	Journals			
	1.2 Define democracy	Evaloia domo oucov	Computer			
	1.3 Explain types of	Explain democracy	Projector			
	democracy	Explain types of	Internet			
		democracy.				
	1.4Explain the elements of		y			
	democracy	Explain the				
		elements of				
	15 5 1 2 2 2	democracy				
	1.5 Explain Nigeria political	Explain Nigeria				
	system	political system				
General	Objective 2.0: Understand the	1 2	nce	I		
4-7	2.1 Define governance	Explain governance	Textbooks			
			Journals			
	2.2 Explain the dimensions of	Explain the	Computer			
	governance.	dimensions of	Projector			
		governance.	Internet			
	2.3 Explain governance in	Explain governance in				
	1 4 9	1 0		1		2

Nigeria	Nigeria		
2.4 Define good	Explain good		
governance	governance		
89.0	80,01111110		
2.5 Explain the principles	Explain the		
of good governance.	principles of good		
_	governance.		
2.6 Differentiate			
governance from good	Differentiate		
governance	governance from		
	good governance		
2.7 Explain the			
benefits of good governance	Explain the		
	benefits of good		
2.8 Explain the function of	governance		
institutions of good			
governance:	Explain the function		
Arms of Government	of institutions of good		
Civil societies	governance:		
• NGOs	• Arms of Government		
 Political parties 			
• IGOs	Civil societies		
• Media	• NGOs		
	• Political		
	parties		
	IGOs		
2 O Evalsia asla of modicia	Media Fundain rate of		
2.9 Explain role of media in	Explain role of media in the		
the sustainability of good governance	sustainability of		
governance	good governance		
	good governance		
\(\frac{1}{2}\rightarrow\)			

General	Objective 3.0: Understand the r	oles of international inst	itutions in prom	oting democracy and good governance
8- 11	3.1 List the various international institutions operating in Nigeria: • Unicef • UNDP • UNESCO • ECOWAS, • AU • NEPAD etc.	Enumerate the various international institutions operating in Nigeria: • UNICEF • UNDP, • UNESCO ECOWAS • AU • NEPAD etc.	Textbooks Journals Computer Projector Internet	
	3.2 Explain the activities of these institutions in promoting good governance and democracy in Nigeria.	Explain the activities of theseinstitutions in promoting good governance and democracy in Nigeria.	2 (E)	
	 3.3 Explain the challenges facing these international institutions in promoting democracy and good governance 3.4 Explain the activities of these institutions in Nigeria 	Explain the challenges facing these international institutions in promoting democracy and good governance		
General	Objective 4.0: Understand role	of the media in promotin	ıg democracy an	d good governance
12-15	4.1 Explain the roles of media in the democracy and good governance in the	Explain the roles of media in the democracy and	Textbooks Journals	

society	good governance	Computer		*	
	in the society	Projector			
4.2. Explain media as the		Internet			
4 th Estate of the realm	Explain media as the				
	4 th Estate of the realm				
4.2 Describe the media as					
platform for:	Describe the media				
 social engineering 	as platform for:				
promote human rights,	social				
peace,	engineering				
 consensus building, 	promote				
transparency,	human rights,				
accountability,	peace,				
Social tolerance,	consensus		, ,		
freedom of speech, etc.	building,				
	transparency,				
4.3 Explain the challenges	accountability,				
facing the media in	• Social				
promoting democracy	tolerance,				
and good governance in	freedom of)			
Nigeria	speech, etc.				
4.4 Explain the	Explain the				
performance of themedia	challenges facing				
under democratic rule in	the media in				
Nigeria since 1999	promoting				
	democracy and good				
	governance in				
	Nigeria				
	F1-1-41				
	Explain the				
	performance of the				
	media under				
	democratic rule in				

			,
	Nigeria since 1999		

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PRACTICAL GUIDE

S/N	COURSE	PRACTICALS	RESOURCES
1.	MAC 111 Media	1. Identify types of media writing	Computer
	Writing and Style I	2. Write radio scripts	Digital Audio recorder
		3. Write television scripts	Editing software
		4. Write an advertising copy	Internet
		5. Proofread a script and a text	Proof reading software
		6. Edit a script and a text	Radio set
			Reporters' note book
			Sample advert copy
			Sample audio clips,
			Sample audio-visual clips
			Sample scripts
			Sample Text
			Smart phones
			Story board
			TV Set
2.	MAC 113 Computer	1. Classify computers based on size, purpose and	Computer
	Application for	operation Illustrate anatomy of computers	Computer accessories, Printers,
	Media and	2. Illustrate a block diagram of CPU	Laptop
	Communication	3. Identify input, output and storage devices	Software packages
		4. Identify computer hardware	Internet
		5. Identify different software packages commonly	Multimedia projector
		used in media and communication the tools in a	Storage devices
		Word	Headphones/Air piece
		6. Processing application	
		7. Format text and documents	
		8. Create Columns, Tables, infographics and Other	
		Features in spreadsheet application	
		9. Compress data Ability to track and correct reviews	
	4	in real-time using word processing document	
		10. Demonstrate production of professional looking	
		film script	
		11. Identify the components of a web browser	

		12. Use web browser information dissemination and	Y
		media content creation, storage, processing and	
		retrieval	
3.	MAC 115	1. Identify sources of news	Audio mixers
	News Writing and	2. Classify news sources	Camera
	Reporting I	3. Demonstrate how to establish relationship with	Computer
		news sources	Computer
		4. Demonstrate news source protection	Dictionaries
		5. Identify the tools for news gathering	Digital Audio recorder
		6. Gather news	Headphone
		7. Write news using different styles	Headphone with talkback
		8. Visit a media house	Internet
		9. Identify the structure of news	
		10. Pick Headline	Magazine
		11. Identify byline of various news stories	Microphone
		12. Pick the lead	Multimedia
		13. Classify lead	News bulletin
		14. Write stories for multimedia platforms	Newspaper
		15. Show the reporters in the newspaper organization.	Newspaper Dummy
		16. show news channels and news process.	Radio set
		17. Show accurate newsterminologies e.g. beat, lead,	Sample news scripts
		scoop, etc.	Storage device
		* ***********************************	TV news bulletin
		\circ	TV set
			Vision mixer
3	MAC 116	Identify the departments in a Radio station	Audio console
	Fundamentals of	2. Identify the personnel involved in radio broadcast	Audio Mixer
	Broadcasting	3. Identify types of radio frequency on a radio set	Cable converters
	_	4. Prepare a radio script for a programme	Camera
		5. Demonstrate a radio broadcast/streaming	Camera Tripods
	4	6. Listen to a radio programme	Cyclorama
		7. Demonstrate the use of equipment for radio	Digital Audio recorders
		broadcasting	Editing software
		8. Visit a radio station	Headphone
		9. Identify the departments in a television station	International agreements and Statutes

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		10. Identify the personnel involved in Television	Internet
		broadcasting	Lights
		11. Identify types of television broadcasting	Microphone/filters
		12. Prepare a television script of a programme	NBC enabling law
		13. Demonstrate a television broadcast/streaming	Radio set
		14. Watch a television programme	Sample radio scripts
		15. Visit a Television Station	Sample radio scripts
		16. Demonstrate the use of Television equipment	Sound card
		17. Identify the national and international broadcast	Sound Converters
		organizations	Sound monitors
		_	Sound monitors
			Storage device
			Storage device
			Teleprompter
			Television set
			Tripods
			Vision mixer
4.	MAC 117	Conduct advertising research	Audio Visual
	Principles of	2. Analyse advertising brief	Computer
	Advertising	3. Design advertising material for a product/brand	Multimedia projector
		4. Produce an advert	Organogram of an advertising agency
		5. Visit an advertising agency	Laptop
		6. Set up an advertising agency	Printer
		7. Role play in an advertising agency	Radio set
		8. Use case study	Sample advert
			Sample brief
			Sample case study
			Sample TVC
			Sample jingles
			Storage devices
			Tv set
5.	MAC 121	1. Write news stories	Computer
		2. Write features	Internet
	Media Writing and	3. Write news releases	Laptop
	Style II	4. Write plans for crisis management	Sample crisis management plans
			1 In the terms are property branch

		5. Write a proposal to organize a special event	Sample digital media contents
		6. Write for different media platforms such as	Sample magazine
		 Blog posts, 	Sample news
		e-books,	Sample newspaper
		• e-magazines (e-zines, webzines, cyberzines),	Sample proposals
		• e-newspapers,	Sample writings
		• e-journals,	*
		• podcasts,	Y
		• social media	
		• updates etc.	
		7. Write media content using different styles	
		8. Identify idiomatic expressions	
		9. Identify idiomatic expressions used in media	
		writings	
		10. Write media content using different idiomatic	
		expressions	
5.	MAC 122	1. Identify indigenous instruments used in	Audio-visual recorder
	Indigenous	Communication	Cowries
	Communication	2. Draw indigenous communication instruments	Dane gun
	Systems	3. Visit a museum	Dates
		4. Identify indigenous icons of Communication	Drinking water
		5. Identify channels of iconography in indigenous	Drums
		communication	Feathers
		6. Interpret objectified devices, floral, plants and	Gong
		crops forms of communication	Horns
		7. Invite a custodian of traditional values to give a	Kolanuts
		talk	Microphones
		8. Demonstrate:	Radio
		Dance drama	Rattles
	∡	Chanting	Shakers
		Drumming	Talking drum
		• Songs	Traditional Costume
		 Cultural display 	Traditional instruments
		9. Role play:	

		 Traditional Storytelling 	Trumpet
		 Presentation using traditional proverbs and 	
		parables	
		 Myths 	
		Extra-mundane	
		 Incantations 	
		10. Produce radio programme in indigenous language	
		11. Identify indigenous communicative names	Y
		12. Identify Venue-oriented Channels of indigenous	
		communication	
		13. Perform the role of a town crier	1
6.	MAC 123	Set up an email account	Audio Mixer
	Digital	2. Send and reply message from an email account	Blog sites
	Communication	3. Compose SMS	Camera
		4. Send SMS	Computer
		5. Develop an MMS	Headphones
		6. Deliver an MMS	Internet
		7. Identify types of blogs	Laptop
		8. Set up a personal blog	Microphones (USB, Dynamic and
		9. Identify types of podcasts	Condenser)
		10. Identify categories of websites	Recording Software (Adobe audition)
		11. Visit major news websites	Sample Email
		12. Identify types of digital media	Smartphone
		13. Convert file into digital format	Software
		14. Identify types of social media platforms	Websites
		15. Open social media accounts	
		16. Use social media account for digital	
		communications	
		17. Build a digital footprint.	
	1	18. Generate and post content on digital platforms	
		19. Like content on digital platforms	
		20. Share content on digital platforms	
7.	MAC 124	1. Identify types of graphic elements used in media	AGM report
	Graphic Design in	and communication	Banner

Media and	2. Visit a media and communication outfit	Bulletins
Communication	3. Observe the function of a graphic artist in media	Cable TV
	and communication outfit	Catalogue
	4. Identify the functions of a graphic designer	Computer
	5. Demonstrate role of a graphic designer	Dummy sheet
	6. Identify categories of paper and ink for graphic	Flyers
	design	Graphic software
	7. Select paper and ink for graphic design.	Handbill
	8. Design a material using paper and ink	Headphones
	9. Identify graphic software	Illustrations
	10. Install graphic software Use installed	Ink
	software for graphic design to do a make-up	Internet
	and layout	Laptop
	11. Identify a poster, handbill, flyer and banner	Magazine
	12. Differentiate between:	Monitor
	Spot colour	Newsletters
	Manual, and	Newspaper
	 Full colourphotographic treatment 	Paper
	13. Demonstrate colour separation procedure	Photocopier
	14. Design a poster, flyer, handbill or banner for a	Posters
	product or organization	Printer
	15. Identify differences between design for TV news	Sample adverts:
	and commercial production	Sample graphic designs
	16. Demonstrate how to construct a basic set design	Sample Material
	for an audio-visual production-TV, commercials,	Sample Scripts
	Film, etc	Sample Story Board
	17. Design graphic for any audio-visual set	Scanner
	18. Design caption formats and redits for a	Software
	programme-news, advert, etc 19. Demonstrate how tolay out still photographs for	Sound system
	television programme	Storage Device
	20. Identify emerging trends in media and	TV set
<u> </u>	communication graphics	Website
	21. Identify the challenges of emerging trends in	
	graphics communication	

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8.	MAC 125	1. Identify of different news beat	Digital Audio Recorders
			Digital Video cameras
	News Writing and	2. Observe news event in assigned beat on campus	Reporter's Notebook
	Reporting II		Newspapers
		3. Write news story on assigned beats	Magazines
			Internet
		4. Use AP Style to write:	AP Style Book
		Headline	Dictionaries
		 Dates 	Thesaurus
		• Numbers	Computer
			Smartphones
		5. Edit a new material using AP Style guide book	Microphones
		6. Cast Headlines for different stories	Headphones
		7. Identify research methods in news reporting	Camera
		8. Conduct an interview	Sample new stories on:
		9. Transcribe interview	 Personalities
			 Celebrities
		10. Write a news stories on interview conducted	 meetings/conventions
		11. Conduct a vox-populi	speeches
		12. Write news stories on the vox-populi conducted	 Disasters
		13. Visit:	Crime
		• Courts	• Sports
		 Marketplace 	• Courts
		Government offices	• civil
		 Local Assemblies 	elections,
			• Public affairs (local, state,
		14. Attend:	national, international.
		• Government functions	Pictorials
		Meetings/convention	Video clips
	4	Sport events	Audio clips
		Political events	Newsroom
		 Social /media events 	Final Draft software
			Adobe Audition
			Adobe Premiere

		15. Observe:	
		 Court proceedings 	
		 Legislative proceedings 	
		16. Write news stories on:	
		 activities of government and politics. 	
		 court proceedings, crime trials and lawsuits 	
		 legislative proceedings and law making 	Y
		• sporting events	
		 marketplace, (business, industry, labour, 	
		agriculture,) etc.) }
		17. Write stories on:	
		Accidents	
		• Emergencies	
		Special events	
		18. Demonstrate professional hazards of reporting.	
		19. Demonstrate safety measures that a reporter can	
		adopt.	
		20. Identify software of news writing and reporting	
		21. Use software to write and report news	
9.	MAC 126	1. Cut out speeches, news release and press	Audio -recorder
		releases from newspapers, magazines and	Audio-visual recorder
	Principles of Public	websites	Computer
	Relations	2. Analyze speeches/news/press releases.	Laptop
		3. Prepare a press kit/fact sheet	Magazine
		4. Generate social media post	Multimedia Projector
	\	5. Conduct research in public relations	Newspapers
		6. Conduct opinion poll	Organogram of a PR firm
	()	7. Conduct a stakeholder analysis	Press Releases
		8. Analyze public relations brief	Printer

		9. Design public relations material for a	Projector
		product/brand	Radio set
			Sample brief
		10. Produce a PR material for any brand/organization:	Sample case study
		 Poster 	Sample jingles
		• Flyer	Sample posters
		Press release, etc	Sample PR copy
		11. Visit a PR firm	Sample Press release
		12. Setup a PR firm	Sample Speeches
		13. Role play in a PR firm	Social media handles
		14. Use case study	Storage devices
		14. Osc case study	TV set
			Websites
10.	MAC 212	1. Identify terminologies in media and	APA style Book
	Research Methods in	communication research	Computer
	Media and	2. Identify research methods	Internet
	Communication	3. Carry out research using the methods identified	Research project
		4. Identify sampling techniques	Sample project/sample report
		5. Use the selected technique to a draw sample	Software
		6. Identify types of data	Street Directories
		7. Identify sources of data	
		8. Use data collection techniques to conduct research	
		9. Use statistical tools to present data	
		10. Write research report	
11.	MAC 213	1. Edit a copy	Computer
	Editing and Fact	2. Cut copies from Newspaper, Magazine, Blogs,	Editing Software
	Checking	News site	Fact checking tools
		3. Edit cut copies	Internet
		4. Identify areas of mistakes	Newspapers and Magazine copies,
			Radio scripts
		5. Correct areas of mistakes using editing	Television scripts
		applications	
		6. Use computer editing tools to edit copies	
	\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	7. Practice editing skills manually and electronically	
		8. Identify the need for fact checking in media text	

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12.	MAC 214		Identify categories of feature	Blog/News sites
	Feature Writing	2.	Identify the differences between features and:	Computer
			• News	Feature articles
			• Editorial	Internet
			 Letter to the editor 	Magazine
			• Supplement	Newspaper
			2 "FF"	Websites
		3.	Identify the qualities of a good feature writer	Y
		4.	Cut copies of feature articles from Newspaper,	
			Magazine, Blogs, News site.	
		5.	Identify parts of feature articles.) >
		6.	Write feature article	
		7.	Cut copies of different features from Newspaper,	
			Magazine, Blogs, News site.	
		8.	Identify the styles used	
		9.	Write feature article using illustrations	
13.	MAC 216	1.	Identify ethical issues in journalism and	ARCON Code
	Media and		broadcasting.	Case studies
	Communications	2.	Identify ethical issues advertising and public	Computer
	Ethics		relations	Documentaries
		3.	Identify ethical issues	Internet
		4.	In film production	Magazine
		5.	Visit offices of professional bodies in media and	NBC Code
			communication industry	News Bulletins
		6.	Identify relevant codes of practice of professional	Newspaper
			bodies in media and communication industry.	NIPR Code
		7.	Apply codes of practice of professional bodies in	NPC Code
		,	media and communication industry	
		8.	Demonstrate anonymity	
		9.	Identify the procedure for source protection	
	1		. Demonstrate process of source protection	
		11	. Identify guidelines for ethical decision making	
		12	. Apply any of the guidelines for ethical decision	
	\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \		making	

14.	MAC 217	1. Identify the parts of camera	Backdrop canvas
	Photography in	2. Identify lenses	Bounce flash
	Media and	3. Demonstrate taking a photograph with a 35MM	Camera
	Communication	Analogue camera	Chemical
		4. Use camera to take photographs	Computer
		5. Classify lights	Dark room
		6. Demonstrate the effects of light on exposure	Digital Single Lens Reflex (DLSR)
		7. Take picture to tell stories	Editing software
		8. Mix chemical solutions, developer and fixer	Film
		(hypo)	Internet
		9. Test solutions for appropriate temperature.	Lenses
		10. Develop films and print photographs.	Light:
		11. Dry and trim prints to appropriate sizes	Magazine
		12. Identify editing software	Memory card
		13. Edit photographs using software	Newspapers
		14. Caption photographs edited	Paper
		15. Create a gallery of edited and captioned	Printer
		photography	Professional Photo
		16. Identify tools of phonetography	Publication
		17. Take photograph using mobile devices	Ring light
		18. Create a gallery (digital portfolio) of photographs	Scanner
		19. Use case study to identify new trends in	Scissor
		photography	Selfie sticks
			Smart phones
			Software
			Software
			Studio Lamps
			Tripod
15.	MAC 218	1. Identify the process of radio programme	Camera
	Broadcast	production	Computer
	Production 1	2. Carry out the pre-production activities:	Cyclorama
		Conception of idea	Digital Audio mixer
		 Brainstorming the idea 	Digital Audio recorder
	\ \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	 Mobilize team 	Drones
		 Role assignment 	Editing software

 Mobilize resources 	Filters
 Scripting 	Filters Monitors
 Scheduling 	Fish pole
3. Carry out production activities	HD Camera
4. Carry out post production activities	Headset
5. Identify radio production team	Internet
6. Identify the responsibilities of a radio production	Laptop
team	Light filters
7. Write a script	Lighting
8. Identify the process of television programme	Memory card
production	Microphones
9. Carry out the pre-production activities:	Monitors
Conception of idea	Note pad
Brainstorming the idea	Printer
Mobilize team	Radio set
Role assignment	Smart phones
 Mobilize resources 	Sound card
• Scripting	Speaker
• Scheduling	Speaker
Scheduling	Software
10. Carry out production activities	Storage device
11. Carry out production activities	Streaming device
12. Identify television production team	Talkback device
13. Identify the responsibilities of a television	Teleprompter
production team	Tripod
14. Write scripts	Tripod with dolly
15. Identify instruments for radio production	Vision mixer
16. Use instruments in radio production	
17. Demonstrate radio cues	
17. Demonstrate radio cues 18. Identify instruments for television production	
19. Use instruments in television production	
20. Demonstrate television cues	
21. Record programme	
22. Edit programme	
22. Eatt programme	

		23. Broadcast programme	Y
16.	MAC 219	1. Identify Technological Advancements in film	A recording/mixing interface
	Foundations of Film	production	Audio-visual tutorials
	Production	2. Generate Film Idea	Boom pole
		3. Adapt a Story	Cable TV
		4. Demonstrate the processes of building Characters	Camera
		5. Identify the elements of a Compelling Story in a	Color palette
		film	Computer
		6. Apply techniques in the process of writing film	Costume
		script	Costume design
		7. Write realistic and engaging dialogue	Lighting
		8. Budget for a film hypothetically	C-stands
		9. Schedule a film	Diffusers,
		10. Scout film Locations	Dolly Tripods
			Editing software
		11. Cast actors 12. Hire Crew	Film production gears.
			Films
		13. Identify a film production equipment	Flags Gels
		14. Identify a film production team members15. Identify Camera Types & Lenses	Headphones
		16. Frame a camera Shot	Internet
		17. Operate a camera	Light absorbers
		18. Apply the rule of thirds	Light meter
		19. Demonstrate Camera Movements & Angles	Lights
		1. Shots	Microphone,
		 Identify the Types of Lights 	Post-production gadgets
			Projector gaugets
		3. Demonstrate lighting in film production.	Props
		4. Identify Color Palettes,	Reflectors
		5. Design Sets on a Location	Roll up screen
		6. Identify appropriate Props and Costumes in a film	Sample budget
	\	7. Record a film Dialogue and Ambience	Sample Films with good dialogue
		8. Add transitions effects to editing	Sample screen play
		9. Select footages.	Sample Story
		y. Steel loomges.	Screen play software

		10. Demonstrate the art of cutting	SD card
		11. Export settings and formats	Slate Elements for PD
		12. Edit a short sequence using editing software.	Props
		13. Demonstrate basic film editing techniques.	Spatial design
		14. Insert opening and end credit	Textures
		11. Hisert opening and end credit	Tripods
			Visual design;
17.	MAC 221	Visit children living in difficult circumstances	Camera
	Foundation of Child	(homeless children; displaced childrenetc)	Charts
	Rights Reporting and	2. Identify aspects of Child rights denied.	Computer
	Advocacy	3. Visit to Motor parks, Bus stations and observe the	Digital Audio Recorder
		treatment and involvement of children in these	Memo Pad
		places.	Microphone
		4. Conduct a vox populi on any issue/challenges	National Bureau of Statistics Report.
		facing the child:	National Bureau of Statistics Report.
		 unplanned pregnancy, 	Newspaper reports.
		• child labour,	Pen
		child trafficking,	Pictorials
		 early marriage. 	Police report
			Posters
		5. Write a publishable story, observation and findings	Sample fliers
		from the opinion poll	Sample posters
		6. Prepare a radio script, produce and present a 15-	Sample Script
		minute programme on any issue affecting the child	Sample story
		7. Produce a mini-documentary on any issue	Video clips
		affecting the child	
		8. Design an advocacy material on social or transit	
		media for any issue affecting the child	
		9. Identify Child Development stages	
		10. Identify the factors responsible for the	
	4	development of a child	
		11. Identify the types of media	
		12. Identify the role and responsibilities of media in	
		the promotion and protection of child rights	

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		13. Prepare a story using the <i>rights-based</i> approach on all the causes of the abridgment of these rights	
		14. Visit to the offices or project sites of three human-rights focused organizations, (a governmental	
		organization, a local NGO, and an international	
		organization).	
		15. Write a report on the visit	
		16. Carryout Human rights advocacy	
18.	MAC 222	Deliver speech using different formats	Audio devices
	Speech	2. Demonstrate confidence in speech delivery	Audio visual recording device
	Communication	3. Demonstrate effective intro, sequencing and	Dictionary
		conclusion in a speech	Internet
		4. Write symbols from sound	Microphone
		5. Produce sound from symbols	Radio set
		6. Pronounce smoothly without hesitation	Sample Speeches
		7. Use tone of the voice correctly	Smartphone
		8. Use melody in speech appropriately	Speakers
		9. Stress word correctly	TV set
		10. Pronounce words and sentences using proper	
		inflection	
		11. Evaluate voice delivery	
		12. Use variety in vocalUtterances	
		13. Use acceptable pronunciation	
		14. Raise panel of judges	
		15. Organize speech occasions, arbbserve student's	
		performance.	
		16. Listen to speeches	
19.	MAC 223	1. Identify the classifications of newspapers	Cable TV
	Newspaper and	2. Identify the content of newspaper publications	Computer
	Magazine Production	3. Visit newspaper organisation	Desktop
	4	4. Draw the organizational structure of a newspaper	Dictionaries
		publication	Digital audio recorder
		5. Demonstrate roles of personnel in newspaper	Dummy Internet
		production 6 Visit magazine expensestion	
		6. Visit magazine organisation	Magazine

		7. Draw the organizational structure of a magazine	Magazine
		publication	Magazine Websites
		8. Demonstrate roles of personnel in magazine	Newsletter
		production	Newspaper
		9. Visit magazine organisation	Newspaper Websites
		10. Draw the organizational structure of a magazine	Newspapers Websites
		organisation	Printer
		11. Demonstrate roles of personnel in newspaper	Radio Set
		production	Sample Organogram of magazine
		12. Edit a copy	publications
		13. Edit a picture	Sample Organogram of newspaper
		14. Proof read a story	publications
		15. Identify elements of a newspaper page	Scanner
		16. Plan a page	Software
		17. Identify elements of design and layout for:	Thesaurus
		 Newspaper 	TV set
		 magazine 	Websites
		18. Design a layout for:	
		• newspaper	
		• magazine	
		19. Visit to printing press	
		20. Observe production process of newspaper or	
		magazine publication	
		21. Identify the method used in printing	
		newspaper/magazine	
		22. Identify the stages of newspaper production	
		23. Produce a newspaper or magazine	
		24 Circulate produced newspaper/magazine	
20.	MAC 224	Identify types of audience	Cable TV
	Broadcast	2. Identify characteristics of audience	Camera
	Production II	3. Identify types of audience research in broadcast	Computer
		production	Digital Audio-Mixer
		4. Generate programme	Digital Audio Recorder
	\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \	5. idea for radio production	Digital Video recorder
		6. identify audience of a radio programme	Drone

7. Prepare script for radio production	Editing Software
8. Set up a radio production team	Headset
9. Demonstrate role of a production team member	Headset with talkback
10. Produce a radio programme using a format.	Internet
11. Edit a radio programme-	Laptop
12. Demonstrate how to insert mix sound	Lights
13. Demonstrate how to dub programmes	Microphones
14. Present a radio programme using any format:	Monitors
• News	Organogram of a production team
Talk show	Organogram of a radio station
• Interviews	Organogram of a TV station
• Sports	Radio set
Entertainment	Radio Stations programmes schedule
Special programme, etc	Sample Programme schedule
15. Direct a radio program	Sample scripts
16. Demonstrate how to archive radio production	Satellite radio
17. Demonstrate how to retrieve a radio production	Smartphones
18. Carry out audience research for a broadcast	Sound card
production	Storage Devices
19. Generate programme idea for television	Teleprompter
production	TV Guide
20. Identify audience of a television programme	Vision-mixer
21. Prepare script for television production	
22. Set up a television production crew	
23. Demonstrate role of a production crew member	
24. Produce a radio programme using a format.	
25. Edit a radio programme-	
26. Present a television programme using any	
format:	
• News	
Talk show	
• Interviews	
• Sports	
Entertainment	
Special programme, etc	

		27. Direct a television programme	
		28. Demonstrate how to archive television	
		production	
		29. Demonstrate how to retrieve a television	
		production	
		30. Visit a radio station.	
		31. Visit a TV station	
		32. Identify facilities for outside broadcast production.	
		33. Demonstrate the procedure for outside broadcast	
		production	
		34. Demonstrate outside broadcast production	
		35. Identify electronic news gathering equipment	
		36. Produce a:	
		Radio programme	
		TV programme	
		37. Stream a:	
		Radio programme	
		TV programme	
21.	MAC 225	1. Identify types of defamation	Computer
	Media and	2. Distinguish libel from slander	Constitution
	Communication Law	3. Identify Defenses against defamation	Court Proceedings
		4. Visit a court	Gazettes
		5. Observe court proceedings	Internet
		6. Identify types of contempt of court	Judicial Reports
		7. Demonstrate the restrictions on taking of	Law reports
		photographs in court.	-
		8. Identify cases of contempt of court in Nigeria	
		9. Identify copyright cases in Nigeria	
		10. Identify requirement for copyright to exist in a	
		work	
	1	11. Identify ground for criminal libel	
		12. Identify invasion of privacy	
		13. Justify of invasion of privacy	
	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	14. Identify the provisions of FOI Act	
		15. Identify cases of:	

		Cyber bullying	
		, , ,	
		Cyber stalking and;	
		Phishing in Nigeria	× () }
22.	MAC 226	1. Identify the characteristics of investigative	Case study
	Investigative and	reporting	Code of Ethics
	Interpretative	2. Demonstrate qualities of an investigative reporter	Computer
	Reporting	3. Identify issues that require investigation	Constitution
		4. Identify the hazards of investigative reporting	Dictionaries
		5. Identify steps in conducting investigation	Digital audio recorder
		6. Conduct an investigation	Internet
		7. Identify source of investigative reporting	Magazine
		8. Write an investigative report	NBC Code
		9. Identify characteristics of interpretative reporting	Newsletters
		10. Identify issues, events and situations that require	Newspaper
		interpretation	NPC Code
		11. Identify factors that affect interpretation of news	Reporters Notepad
		stories by journalists	Sample interpretative report
		12. Gather information for interpretative report	Smartphones
		13. Write an interpretative report	Software
		14. Use case study to analyze legal issues in	Thesaurus
		investigative and interpretative reporting	Thesaurus
		15. Use case study to analyze ethical issues in	Thesaurus
		investigative and interpretative reporting	Websites
		16. Demonstrate undercover reporting	
	7 P		

LABORATORIES/STUDIOS REQUIRED FOR NATIONAL DIPLOMA MASS COMMUNICATION

LABORATORIES:

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

STUDIOS:

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

EQUIPMENT FOR THE STUDIOS

RADIO/SOUND RECORDING STUDIO

S/N	DESCRIPTION	QUANTITY
1.	Omni-Directional Microphones	3
2.	UNI-Directional Microphones	5
3.	Bi-Directional	5
4	Condenser	2
5	Professional Audio-mixer 8-12 Channels	1
6	Audio Head Phone	10
7	Loud Speaker (studio one and two)	2
8	Radio Receiver	2
9	Satellite Radio Receiver	1
10	Digital Audio recorder	5
11	Computer Set with Appropriate Software	
	1 Desk top and 1 Laptop	2
12	MIC Stand	3
	Two table Microphone stand and 1 mic stand	

NOTE: The Radio Studio and Control Room must be professionally illuminated, acoustically treated, air conditioned and large enough to accommodate not less than 20 Students at a time. The control Room should be spacious enough to take 10 people at a time. NB: Departments are encouraged to set up their own radio stations.

TELEVISION STUDIO

	SION STUDIO PEGCENTATION	OTTA NICHTONIA
S/N	DESCRIPTION	QUANTITY
1.	Omni-Directional Microphones	3
2.	UNI-Directional Microphones	5
3.	Bi-directional Microphone	5
4	Lavaliere/ Lapel Microphone	3
5	CONDENSER microphone	1
6	Table Microphone Stand	2
7	Fish Pole	1
8	Floor Microphone stand	2
9	Laptop Computer	2
10	Desktop COMPUTER	2
11	Headphones (TV)	10
12	Professional HDV Camera with tape or with Memory card (Tapeless)	3
	DSLR (Digital Single Lens Reflex Camera)	2
	Smartphones	2
13	Camera Tripod	3
	Dolly Tripod	1
14	Cyclorama	
15	Monitor	6
16	Basic studio LIGHTS: (a) Key lights	2
		1

17	Fill Lights (with barn doors)	3
		_
18	Back light (with barn doors)	2
19	Moveable light with barn doors	3
20	Grid Light with Dimmer	1set
21	Stabilizers (Tied to number of equipment)	\Diamond
22	Industrial UPS/Solar energy	1 4
23	Edit Suite Video Editing with appropriate software	
	(e.g. Adobe Premiere Pro & Adobe Audition for sound)	
24	External Hard drive (ITB).	1
25	Digital Vision mixer	1
26	Digital Audio Console (8-12 Channels)	1
27	Box of Light	
28	Color gels (Red, Blue, yellow & Sky blue)	1
29	Drone	2

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

PHOTOGRAPHY STUDIO

3. Lenses: 24 mm-50mm zoom 4 Lenses: 50mm 5 Light: i. Bounce flash	S/N	DESCRIPTION	QUANTITY
3. Lenses: 24 mm-50mm zoom 2 4 Lenses: 50mm 3 5 Light: i. Bounce flash ii Studio Lamps iii. Backdrop Canvas iv Ring Light 2 6 Tripod 2 7 Pairs of scissors 5 8 Computers with software 2 Desktop and 2 Laptop 2 Smartphones 4 9 Reflectors/umbrellas 2 10 Scanner (500 PI ABOVE 2 11 External Hard Disk(mm/TB) 1 12 Professional Photo Printer 2 13 Selfie Stick 5		DSLR (Digital Single Lens Reflex Camera)	8
4 Lenses: 50mm 3 5 Light: i. Bounce flash ii Studio Lamps iii. Backdrop Canvas iv Ring Light 2 6 Tripod 2 7 Pairs of scissors 5 8 Computers with software 2 Desktop and 2 Laptop 2 Smartphones 4 9 Reflectors/umbrellas 2 10 Scanner (500 PI ABOVE 2 11 External Hard Disk(mm/TB) 1 12 Professional Photo Printer 2 13 Selfie Stick 5	2.	Lences:24mm-50mm zoom	
5 Light: i. Bounce flash ii Studio Lamps iii. Backdrop Canvas iv Ring Light 2 6 Tripod 2 7 Pairs of scissors 5 8 Computers with software 2 Desktop and 2 Laptop 2 Smartphones 4 9 Reflectors/umbrellas 2 10 Scanner (500 PI ABOVE 2 11 External Hard Disk(mm/TB) 1 12 Professional Photo Printer 2 13 Selfie Stick 5	3.	Lenses: 24 mm-50mm zoom	2
iii Studio Lamps iii. Backdrop Canvas iv Ring Light 6 Tripod 7 Pairs of scissors 8 Computers with software 2 Desktop and 2 Laptop 2 Smartphones 9 Reflectors/umbrellas 10 Scanner (500 PI ABOVE 11 External Hard Disk(mm/TB) 12 Professional Photo Printer 13 Selfie Stick 2 10 Scanner (500 PI ABOVE) 1 Selfie Stick 5		Lenses: 50mm	
7 Pairs of scissors 8 Computers with software 2 Desktop and 2 Laptop 4 2 Smartphones 9 Reflectors/umbrellas 10 Scanner (500 PI ABOVE 11 External Hard Disk(mm/TB) 1 Professional Photo Printer 12 Professional Selfie Stick 5	5	ii Studio Lamps iii. Backdrop Canvas iv Ring Light	2 3 5
8 Computers with software 2 Desktop and 2 Laptop 2 Smartphones 9 Reflectors/umbrellas 10 Scanner (500 PI ABOVE 11 External Hard Disk(mm/TB) 1 12 Professional Photo Printer 13 Selfie Stick 1 5			
2 Desktop and 2 Laptop 2 Smartphones 2 Reflectors/umbrellas 2 10 Scanner (500 PI ABOVE 2 11 External Hard Disk(mm/TB) 1 12 Professional Photo Printer 13 Selfie Stick 5	7	Pairs of scissors	5
9 Reflectors/umbrellas 2 10 Scanner (500 PI ABOVE 2 11 External Hard Disk(mm/TB) 1 12 Professional Photo Printer 2 13 Selfie Stick 5	8	2 Desktop and 2 Laptop	
11 External Hard Disk(mm/TB) 1 12 Professional Photo Printer 2 13 Selfie Stick 5	9		2
12 Professional Photo Printer 2 13 Selfie Stick 5	10	Scanner (500 PI ABOVE	
Selfie Stick 5	11	External Hard Disk(mm/TB)	1
A A A A A A A A A A A A A A A A A A A	12	Professional Photo Printer	2
ALL BOLD	13	Selfie Stick	5
		AL BORRI	

EQUIPMENT FOR NEWSWRITING/EDITING LAB

S/N	DESCRIPTION	QUANTITY
1.	Horse-shoe shaped Table formation	1
2.	Office Chairs	20
3.	Desktop computers (with appropriate software)	
	5 Desktop and 3 Laptops	8
	Smart phones	2
4	Printers	2
5	Cable/Satellite TV sets	1
	Smart TV	2
6	Internet Access	
7	Scanner	1
8	Radio Sets	2
9	Digital Audio Recorder	10
10	Daily Newspapers and Magazines	
11	Maps, Globe, Dictionaries, Thesaurus	1

PUBLIC RELATIONS/ADVERTISING RESEARCH/RESOURCE CENTRE

S/N	DESCRIPTION	QUANTITY
1.	Computer (with appropriate software)	
	7 Desktop and 3 Laptops	10
	Smartphones	5
2.	Printer	2
3.	Scanner	1
4.	Multimedia Projector	2
5.	Projector stand/Screen	2
6	Cable/Satellite TV	1
7.	Smart TV	2
8.	Photocopier	1

9.	Radio Receiver set		
10.	Internet Access		
11.	Annual Reports, Newspapers, Magazines		
12.	Tables & Chairs	20	
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