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%	B	3.25
60% – 64%	BC	3.00
55% – 59%	C	2.75
50% – 54%	CD	2.50
45% – 49%	D	2.25
40% – 44%	E	2.00

	Below 40%		F		0.0	

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.

11.2   In designing the unit, the principle of the modular system by product has been adopted thus making each of the professional modules, when completed, provide the student with technical operative skills, which can be used for job creation and employment purposes.

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.

11.4   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 the one already approved for each field by the industry-based supervisor.
   ii.   The evaluation of the student by the industry-based supervisor and the institution-based supervisor.
   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	CH
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 Communication	2	1	3	3
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

COURSE CODE	COURSE TITLE	L	P	CU	CH
GNS 102	Communication in English I	2	-	2	2
GNS 121	Citizenship Education	2	-	2	2
MAC 121	Media Writing and style II	1	1	2	2
MAC 122	Indigenous Communication System	1	1	2	2
MAC 123	Digital Communication	1	2	3	3
MAC 124	Graphics design for Media and Communication	2	1	3	3
MAC 125	Newswriting and Reporting II	2	1	3	3
MAC 126	Principles of Public Relations	2	1	3	3
ENT 126	Introduction to Entrepreneurship I	2	1	3	3
MSQ	Mandatory Skills Qualification	-	-	-	2
TOTAL		**15**	**8**	**23**	**25**

YEAR II SEMESTER I

COURSE CODE	COURSE TITLE	L	P	CU	CH
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	CH
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	20

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		

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						

COURSE TITLE: Media Writing and Style I | **COURSE CODE**: MAC 111 | Contact Hours: 3

| | Credit Unit: 3 | Theoretical: 2Hours |
| Year: I Semester: I | Pre-requisite: | Practical: 1Hour |

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

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

GENERAL OBJECTIVE 1.0: Know communication and its process

	THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define communication 1.2 Explain components of communication 1.3 Explain types of communication 1.4 Explain the process of communication	Explain communication Explain components of communication Explain types of communication Explain the process of communication	Textbooks Journals Internet Computer Projector			
	General Objective 2.0: Understand media writing					
3-4	2.1 Define Media 2.2 Define Writing 2.3 Explain media writing 2.4 Explain the principles of writing	Explain Media Explain Writing Explain media writing Explain the principles of writing	Textbooks Journals Internet Computer Projector	Identify types of media writing	Guide student to Identify types of media writing	Sample Media writing

	2.5 Explain types of media writing: • Essays • Articles/features • Speeches • News • News analysis • Editorials • News commentaries • Letters to the editor • Reviews, etc.	Explain types of media writing: • Essays • Articles/features • Speeches • News • News analysis • Editorials • News commentaries • Letters to the editor • Reviews, etc.				
General Objective 3.0: Understand the responsibilities of a media writer						
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 a media writer Explain qualities of a media writer Explain challenges of a media writer Explain considerations for Media Writing Explain common Errors in Media Writing	Textbooks Journals Internet Computer Projector			

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

General Objective 6.0: Know the skills of writing an advertising copy						
11-13	6.1 Define advertising 6.2 Explain the types of advertising 6.4 Explain advertising copy 6.5 Explain the elements of advertising copy 6.6 Explain the styles in writing advertising copy	Explain advertising Explain the types of advertising Explain advertising copy Explain the elements of advertising copy Explain the styles in writing advertising copy	Textbooks Journals Internet Computer Projector	Write an advertising copy	Guide students to write an advertising copy	Sample advertising copy Internet Computer
General Objective 7.0: Know the skills of proofreading and editing in media writing						
14-15	7.1 Explain editing 7.2 Explain proofreading 7.3 Explain types of editing 7.4 Explain the methods of editing in media writing 7.5 Explain importance of editing in written communication 7.6 Explain functions of Proofreading	Explain editing Explain proofreading Explain types of editing Explain the methods of editing in media writing Explain importance of editing in written communication Explain functions of Proofreading	Textbooks Journals Internet Computer Projector	Proofread a script and a text Edit a script and a text	Guide students to: Proofread a script and a text Edit a script and a text	Computer Internet Proof reading software Editing software Sample scripts Sample text

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

EVALUATION: CA 40%
    EXAMINATION: 60%

Computer Application for Media and Communication

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
COURSE TITLE: Computer Application for Media and Communication	Course Code: MAC113	Contact Hours: 3
	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		

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION

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

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

General Objective 1.0: Know the concept of computer

	THEORETICAL CONTENT			PRACTICAL CONTENT		
week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1	1.1 Define a computer 1.2 Explain types of computers 1.3 Explain the functions of a computer 1.4 Explain the difference between memory and storage	Define a computer Explain types of computers Explain the functions of a computer Explain the difference between memory and storage	Textbooks, Computer, multimedia Projector Audio-visual Tutorials	Identify computer input, output and storage devices	Guide students to: Identify computer input, output and storage devices	Computer set, computer accessories, printers, etc

General Objective 2.0: Know the hardware and software components of a computer

| 2-3 | 2.1 Explain hardware component of a computer

2.2 Explain the software component of a computer | Explain hardware component of a computer

Explain the software component of a | Text Books, Computer(with relevant software packages installed) | Identify computer hardware

Identify different software packages commonly used | Guide students to: Identify computer hardware

Identify different software packages commonly used in | Computer, software packages

computer accessories |

		computer	Audio visual tutorials	in media and communication	media and communication	internet
	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				
**General objective 3.0 Know word processing application**					
4-5	3.1 Explain elements of Word Processing applications 3.2 Explain the tools in word processing application 3.3 Explain the methods of Formatting Text in Word Processing application	Explain elements of Word Processing applications Explain the tools a in word processing application Explain the methods of Formatting Text in Word Processing application	Text Books, Computer Word processing application Multimedia projector	Use the tools in a Word Processing application Format text and documents	Guide students to: Use the tools in a Word Processing application Format text and documents	Computer sets Microsoft windows package
**General Objective 4.0: Know spread sheet application in media and communication**					
6-7	4.1 Explain how to create Columns, Tables, infographics and Other Features in spreadsheet application 4.2 Explain the use of	Explain how to create Columns, Tables, infographics and Other Features in spreadsheet application Explain the use of	Text Books, Computer Spreadsheet application Multimedia	Create Columns, Tables, infographics and Other Features in spreadsheet application Compress data	Guide students to: Create Columns, Tables, infographics and Other Features in spreadsheet spreadsheet	Computer sets Microsoft application package

Week						
	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 presentation application						
8	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	Textbooks Computer presentation application Multimedia Projector	Create a PowerPoint presentation	Guide students to: Create a PowerPoint presentation	Computer sets with Microsoft windows,
General Objective 6.0: Know how to use screen writing software applications in film						
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 Screen writing application Multimedia Projector	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 of script writing software in film	Explain the application of script writing software in film				

General Objective 7.0: Understand web browser as a tool for media and communication

13-15	7.1 Explain Web Browser	Explain Web Browser	Textbooks, Computer Multimedia Projector	Identify the components of a web browser		
	7.2 Describe components of the Web Browser	Describe components of the Web Browser				
	7.3 Explain how to use the Web Browser for information dissemination, storage, processing and retrieval.	Explain how to use the Web Browser for information dissemination, storage, processing and retrieval.		Use web browser information dissemination, and media content creation, storage, processing and retrieval		

EVALUATION: CA 60%

EXAMINATION: 40%

Foundation of Media and Communication

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

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

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

	Communication					
General Objective 2.0: Understand the models of Communication						
3-6	2.1 Define model 2.2 List the models of Communication 2.3 Explain the models of Communication	Explain model List the models of Communication Explain the models of Communication	Books Journals Internet Marker board Projector Computer			
General Objective 3.0: Understand the concept of Media						
7-9	3.1 Define Media 3.2 Explain types of Media: • Print • Broadcast • Motion picture and sound recording • New Media 3.3 Explain Media of Communication 3.4 Explain the nature of Media of communication 3.5 Explain the characteristics of Media of Communication listed	Explain Media Explain types of Media: • Print • Broadcast • Motion picture and sound recording • New Media Explain Media of Communication Explain the nature of Media of communication Explain the characteristics of Media of Communication listed in 3.2	Books Journals Internet Computer Marker board			

	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			
General Objective 4.0: Understand Media and Communication as a social force					
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 an agent of social change	Books Journals Internet Computer Marker board		

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

Evaluation: CA – 40%
Examination – 60%

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
	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 CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define story 1.2 Explain Storytelling 1.3 Explain types of storytelling 1.4 Explain the journalist as a storyteller 1.5 Explain the approaches in storytelling	Explain story Explain Storytelling Explain types of storytelling: • Oral • Written • Visual • Digital Explain the journalist as a storyteller Explain the approaches in storytelling	Textbooks Journals Marker board Computer Projector			

General Objective 2.0: Understand the concept of news						
3	2.1 Define News	Define News	Textbooks Journals Computer Marker board Projector			
	2.2 Explain types of news	Explain types of news				
	2.3 Explain the qualities of news	Explain the qualities of news				
	2.4 Explain news values	Explain news values				
General Objective: 3.0 Know the news sources and process of news gathering						
4-7	3.1 Explain the sources of news	Explain the sources of news	Textbooks Journals Computer Marker board Projector	Identify sources of news	Guide student to: Identify sources of news	Newspaper
	3.2 Explain the classification of news sources	Explain the classification of news sources		Classify news sources	Classify news sources	Radio set
	3.3 Explain cultivation of news sources	Explain cultivation of news sources		Demonstrate how to establish relationship with news sources	Demonstrate how to establish relationship with news sources	Tv set
	3.4 Explain sources protection	Explain sources protection		Demonstrate news source protection	Demonstrate news source protection	Tv news bulletin
	3.5 Explain news gathering	Explain news gathering		Identify the tools for news gathering	Identify the tools for news gathering	Magazine
	3.6 Explain the tools for news gathering	Explain the tools for news gathering		Gather news	Gather news	Computer
						Internet
						Camera
						Storage device
						Microphone
						Digital Audio recorder
						Multimedia

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

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

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: 60%

Fundamentals of Broadcasting

PROGRAMME: NATIONAL DIPLOMA (ND) MASS 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		

PROGRAMME: **NATIONAL DIPLOMA (ND) MASS COMMUNICATION**

COURSE TITLE: Fundamentals of Broadcasting	COURSE CODE: MAC 116		Contact Hours: 3 Hours
	Credit Unit: 3		Theoretical: 2Hours/week
Year: I Semester: I			Practical: 1 Hour/week
	Pre-requisite:		

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

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

General Objective 1.0 Understand the evolution of broadcasting

	THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning 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 1.5 Trace the development of broadcasting in Nigeria	Explain broadcasting Explain the types of broadcasting: • Radio (Audio) • TV (Audio-visual) • Multimedia (Digital) Explain the characteristics of broadcasting Trace the evolution of broadcasting Trace the development of broadcasting in	Textbooks Journals Computer Marker board Projector			

			Nigeria				

General Objective 2.0: Know Radio as medium of broadcasting

3-6	2.1 Define Radio	Define Radio	Textbooks Journals Computer Marker board Projector	Identify the departments in a Radio station	Guide students to:	Radio set
	2.2 Define Radio broadcasting	Explain Radio broadcasting		Identify the personnel involved in radio broadcast	Identify the departments in a Radio station	Audio Mixer
	2.3 Explain the characteristics of radio	Explain the characteristics of radio		Identify types of radio frequency on a radio set	Identify the personnel involved in radio broadcast	Microphone/filters
	2.4 Explain the strength and weaknesses of radio	Explain the strength and weaknesses of radio		Prepare a radio script of a programme	Identify types of radio frequency on a radio set	Headphone Editing software
	2.5 Explain the departments in a Radio station			Demonstrate a radio broadcast/streaming		Computer
	2.6 Explain the personnel involved in radio broadcasting	Explain the departments in a Radio station			Prepare a radio script of a programme	Sound card
	2.7 Explain terminologies of radio broadcasting	Explain the personnel involved in radio broadcasting		Listen to a radio programme	Demonstrate a radio broadcast/streaming	Sound monitors
	2.8 Explain the types of radio frequency: • Analogue (AM/FM/MW) • Digital (HD/	Explain terminologies of radio broadcasting		Demonstrate the use of equipment for radio broadcasting	Listen to a radio programme	Digital Audio recorders Storage device
	2.9 Explain functions of radio broadcasting 2.10 Explain radio script	Explain the types of radio frequency: • Analogue (AM/FM/MW)		Visit a radio station	Demonstrate the use of equipment for radio broadcasting Visit a radio station	Sample radio scripts Internet

	2.11 Explain radio script formats 2.12 Explain radio equipment and their functions: • Production/Post production equipment • Engineering/broadcasting equipment 2.13 Explain radio broadcasting chain (starting from microphone to radio set)	• Digital (HD Explain functions of radio broadcasting Explain radio script Explain radio script formats Explain radio equipment and their functions: • Production/Post production equipment • Engineering/broadcasting equipment Explain radio broadcasting chain (starting from microphone to radio set)				
General Objective 3.0: Know Television as medium of broadcasting						
7-11	3.1 Define Television 3.2 Define Television Broadcasting 3.3 Explain the characteristics of Television	Explain Television Explain Television Broadcasting Explain the characteristics of Television	Textbooks Journals Computer Marker board Projector	Identify the departments in a television station Identify the personnel involved in Television broadcasting Identify types of television	Guide students to: Identify the departments in a television station Identify the personnel involved	Television set Audio Mixer Vision mixer Microphone/f

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

	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/broadcasting equipment Explain television broadcasting chain (starting from microphone to television set)				Digital Audio recorders Storage device Sample radio scripts Internet
General Objective 4.0: Understand the role of National and international broadcasting organizations.						
12-15	4.1 Explain National broadcasting: • Community • Local • Regional • National Network	Explain National broadcasting: • Community • Local • Regional • National Network	Textbooks Journals Computer Marker board Projector	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 broadcasting 4.3 Explain the roles of National broadcasting organizations: • BON • NBC 4.4 Explain the roles of international broadcasting organisations: • EBU • ABA, • IBI • WBU • AIB • AUBAR • International Telecommunication Satellite Organization (INTELSAT) 4.5 Explain the overview of broadcast organizations in Nigeria: • Ownership • Regulation • Sustainability	Explain international broadcasting Explain the roles of National broadcasting organizations: • BON • NBC Explain the roles of international broadcasting organisations: • EBU • ABA, • IBI • WBU • AIB • AUBAR • International Telecommunication Satellite Organization (INTELSAT) Explain the overview of broadcast organizations in Nigeria: • Ownership • Regulation			

		• Sustainability				

Evaluation: CA: 40% Examination: 60%

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 student with the knowledge and skills of advertising		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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		

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION					
COURSE TITLE: Principles of Advertising	COURSE CODE: MAC 117			Contact Hours: 3 Hours	
	Credit Unit: 3			Theoretical: 2 Hours/week	
Year: I Semester: I					
	Pre-requisite:			Practical: 1 Hour/week	
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL					
GOAL: The course is designed to equip the student with the knowledge and skills of advertising					
General Objective 1.0: Understand the concept of advertising					
THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources

Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define advertising, advertiser and advertisement 1.2 Explain the history of advertising 1.3 Explain the difference between Advertising and: • Public relations • Marketing • Marketing Communication • Publicity • Media Independent • Propaganda • Sales Promotion • Branding • Content Providers • Influencer	Explain advertising, advertiser and advertisement Trace the history of advertising in the world with emphasis on Nigeria Explain the difference between Advertising and: • Public relations • Marketing • Publicity • Propaganda • Sales Promotion • Branding • Content Providers	Textbooks Journals Periodicals Internet Marker Board Projector			

	• Social Media • Experiential marketing	• Influencer				

General Objective 2.0   Understand advertising as a communication process

3-4	2.1 Define communication 2.2 Explain advertising as communication concept 2.3 Define advertising as strategic communication 2.4 Explain advertising as a communication process: Lasswell Model: • Who: advertiser • Says What: advertisement • To Whom: Target audience • In What Manner: medium • With What Effect: Intended/Unintended Response SMCR Model • Source: Advertiser • Message: Advertisement • Channel: Advertising	Explain communication Explain advertising as communication concept Explain advertising as strategic communication Explain advertising as a communication process: Lasswell Model • Who: advertiser • Says What: advertisement • To Whom: Target audience • In What Manner: medium • With What	Textbook Marker Marker Board Projectors Internet			

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

General Objective: 4.0 Know the features of advertising						
6	4.1 Explain the types of advertising 4.2 Explain the features of advertising	Explain the types of advertising Explain the features of advertising	Textbook Marker Marker Board Projectors Internet			
General Objective 5.0 Understand advertising appeal						
7	5.1 Define psychology 5.2 Define motivation 5.3 Explain Hierarchy of needs 5.4 Explain the role of advertising in satisfying needs 5.5 Explain advertising appeal 5.6 Explain types of advertising appeal	Explain psychology Explain motivation Explain Hierarchy of needs Explain the role of advertising in satisfying needs Explain advertising appeal Explain types of advertising appeal	Textbook Marker Marker Board Projectors Internet			
General Objective 6.0 Understand advertising media						
8	6.1 Explain advertising media 6.2 Explain the types of advertising media	Explain advertising media Explain the types of advertising media	Textbook Marker Marker Board Projectors Internet			

	6.3 Explain the characteristics of advertising media 6.4 Explain the Categories of advertising media: • Above-the-line • Below-the-line • Through-the-line	Explain the characteristics of advertising media Explain the Categories of advertising media: • Above-the-line • Below-the-line • Through-the-line			
General Objective 7.0 Understand the role of research in advertising					
9	7.1 Define advertising research 7.2 Explain the basic methods of conducting advertising research 7.3 Explain the process of advertising research 7.4 Explain the importance of research in advertising	Explain advertising research Explain the basic methods of conducting advertising research Explain the process of advertising research Explain the importance of research in advertising	Textbook Marker Marker Board Projectors Internet	Conduct advertising research	Guide students to: Conduct advertising research	Audio Visual Tv set Radio set Computer Multimedia projector
General Objective: 8.0 Know the preparation and production of advertising materials					
10	8.1 Define advertising copy. 8.2 Explain advertising copy writing.	Explain advertising copy. Explain advertising copy writing.	Textbook Marker Marker Board Projectors Internet	Analyse advertising brief Design advertising material for a product/brand	Guide students to: prepare an advertising copy Analyse advertising	Sample brief Sample advert

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

	• MIPAN • NPAN • EXMAN • NBC • BON • NAFDAC • SON • FCCPC 9.4 Explain the Nigerian Code of Advertising Practice	• AAAN • OAAN • MIPAN • NPAN • EXMAN • NBC • BON • NAFDAC • SON • FCCPC Explain the Nigerian Code of Advertising Practice			

General Objective 10.0 Know an Advertising Agency						
12	10.1 Define advertising agency 10.2 Explain the departments in an advertising agency 10.3 Explain the functions of an advertising agency 10.4 Explain how advertising agency is remunerated 10.5 Explain the personnel in an advertising agency	Explain advertising agency Explain the departments of an agency Explain the functions of an advertising agency Explain how advertising agency is remunerated Explain the personnel in an advertising agency	Textbook Marker Marker Board Projectors Internet Computer	Visit an advertising agency Setup an advertising agency Role play in an advertising agency	Organise visit to an agency Guide student to: Setup an advertising agency Role play in an advertising agency	Organogram of an advertising agency
General Objective 11.0: Understand new trends in advertising						
13	11.1 Explain the new trends in advertising 11.2 Explain case study on new trends in advertising	Explain the new trends in advertising Discuss case study on new trends in advertising	Textbooks Journals Internet Computer Multimedia Projector Marker board Magazine	Use case study	Guide students to use case study	Sample case study
General Objective 12.0: Know career prospects in advertising						
14-15	12.1 Explain career prospects in advertising	Explain career prospects in	Textbooks Journals			

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

EVALUATION:
CA – 40%
EXAMINATION – 60%

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 DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Media Writing and Style II	**COURSE CODE**: MAC 121			Contact Hours: 2		
	Credit Unit: 2			Theoretical: 1		
Year: 1 Semester: II	Pre-requisite:			Practical: 1		
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 media
	
	1.2 Explain types of print media
	
	1.3 Explain print media writing
	
	1.4 Explain types of print media writing
	
	1.5 Explain presentation styles in print media writing
	
	1.6 Explain the guidelines for writing a news copy
		Explain print media
		
		Explain types of print media
		
		Explain print media writing
		
		Explain types of print media writing
		  • News
		  • Features
		  • Editorials
		  • Cartoons
		  • Letters to the editor, etc.
		
		Explain presentation styles in 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

Week						
		Explain the guidelines for writing a news copy				
General Objective 2.0: Know the skills of writing for Public Relations						
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 public relations	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 management plans Sample proposals
General Objective 3.0: Know the skills of digital media writing						
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 media platforms	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 updates etc.	Guide students to: Write for different media platforms such as Blog posts, • e-books, • e-magazines (e-zines, webzines, cyberzines), • e-newspapers, • e-journals, • podcasts, • social media • updates etc.	Computer Internet Sample digital media contents

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

EVALUATION: CA 40%
EXAMINATION: 60%

Indigenous Communication Systems

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
COURSE TITLE: Indigenous Communication Systems	Course Code: MAC 122	Contact Hours: 2
	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		

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Indigenous Communication Systems	**COURSE CODE**: MAC 122			Contact Hours: 2		
	Credit Unit: 2			Theoretical: 1		
Year: 1 Semester: II	Pre-requisite:			Practical: 1		
COURSE SPECIFICATION: THEORETICAL						
GOAL: This course is designed to expose the students to indigenous communication systems						
GENERAL OBJECTIVE 1.0: Understand the concept of Indigenous Communication Systems						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define Indigenous Communication Systems 1.2 Explain the characteristics of indigenous communication systems 1.3 Explain the reasons for Studying indigenous communication Systems 1.4 List the contents of indigenous communication systems	Explain Indigenous Communication Systems Explain the characteristics of indigenous communication systems Explain the reasons for Studying indigenous communication Systems Explain the contents of indigenous communication systems	Textbooks, Journals, Internet Computer Projector			

Week	Specific Learning Outcomes (Theoretical)	Teachers Activities	Learning Resources	Specific Learning Outcomes (Practical)	Teachers Activities	Learning Resources
	1.5 Explain the functions of indigenous communication systems	Explain the functions of indigenous communication systems				
	1.6 Explain the challenges of indigenous communication systems	Explain the challenges of indigenous communication systems				
General Objective 2.0: Know the instruments of indigenous communication						
3-5	2.1 Define instruments of indigenous communication 2.2 List the types of instruments used in indigenous communication drawing from immediate culture 2.3 Explain the types of instruments used in indigenous communication and the communication functions drawing from the immediate culture	Explain instruments of indigenous communication Explain types of instruments used in indigenous communication drawing from immediate culture Explain the types of instruments used in indigenous communication and the communication functions drawing from the immediate culture	Textbooks, Journals, Internet Computer Projector	Identify indigenous instruments used in Communication Draw indigenous communication instruments Visit a museum	Guide students to: Identify indigenous instruments used in Communication Draw indigenous communication instruments Visit a museum	Drums Gong Trumpet Rattles Shakers Horns
General Objective 3.0: Understand the iconography of indigenous communication						
4	3.1 Define iconography of indigenous communication	Explain iconography of indigenous communication	Textbooks, Journals, Internet Computer	Identify indigenous icons of Communication Identify channels of iconography in	Guide students to: Identify indigenous icons of Communication	Dane gun

			Projector	indigenous communication	Identify channels of iconography in indigenous communication	Kolanuts
	3.2 Explain channels of iconography in indigenous communication	Explain channels of iconography in indigenous communication		Interpret objectified devices, floral, plants and crops forms of communication	Interpret objectified devices, floral, plants and crops forms of communication	Cowries Feathers
	3.3 Explain the function of iconographic devices in communication	Explain the function of iconographic devices in communication		Invite a custodian of traditional values to give a talk	Invite a custodian of traditional values to give a talk	Drinking water
	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				Dates
		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	Textbooks, Journals, Internet Computer Projector	Demonstrate: • Dance drama • Chanting • Drumming • Songs • Cultural display	Guide students to demonstrate: • Dance drama • Chanting • Drumming • Songs • Cultural display	Traditional Costume Traditional instruments
	4.2 Explain the functions of demonstrative channels of communication	Explain the functions of demonstrative channels of communication				
	4.3 List examples of demonstrative channels					

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

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	5.9 Explain features of myths 5.10 Explain the functions of myths 5.11 Define extra-mundane means of communication 5.12 Explain features of extra-mundane means of communication 5.13 Explain the types of extra-mundane means of communication	functions of proverbs and parables Explain myths Explain features of myths Explain the functions of myths Define extra-mundane means of communication Explain features of extra-mundane means of communication Explain the types of extra-mundane means of communication			

General Objective 6.0: Know verbal Communication, Media and information dissemination in Nigeria					
11-12	6.1 Explain indigenous Language 6.2 Explain multilingualism 6.3 Explain Media and Communication 6.4 Explain Indigenous Language, Pidgin, Media and Information Dissemination 6.6 Explain the use of Radio Indigenous Public Enlightenment Programme to Promote Development in Nigeria 6.7 Explain how to harness Indigenous, Conventional and New Media of Communication for Effective Information Dissemination	Explain indigenous Language Explain multilingualism Explain Media and Communication Explain Indigenous Language, Pidgin, Media and Information Dissemination Explain the use of Radio Indigenous Public Enlightenment Programme to Promote Development in Nigeria Explain how to harness Indigenous, Conventional and New Media of Communication for Effective Information Dissemination	Textbooks, Journals, Internet, Projector Computer	Produce radio programme in indigenous language	Guide students to produce radio programme in indigenous language	Radio Microphone
General Objective 7.0: Know the Names, Venue-Oriented, and Institutional Channels of Communication					
13-15	7.1 Explain the history of indigenous communicative names	Explain the history of indigenous communicative names	Textbooks, Journals, Internet,	Identify indigenous communicative names	Guide students to: Identify indigenous communicative	Talking drum Gong

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

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: 2	
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL						
GOAL: This course is designed to equip student with knowledge of digital communication						
GENERAL OBJECTIVE 1.0: Understand the concept of digital communication						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define Digital communication 1.2 Trace the evolution of digital age in communication 1.3 Explain the element of digital communication: • Transmitter • Communication channel • Receiver 1.4 Explain the characteristics of digital communication	Explain Digital communication Trace the evolution of digital age in communication Explain the element of digital communication • Transmitter • Communication channel • Receiver Explain the characteristics of digital communication	Textbooks Journals Marker Markerboard Projector stand/board Computer			

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

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	2.3 Explain the purpose of email 2.4 Explain terminologies in email: - @ - Carbon copy(cc) - Blind carbon copy (Bcc) - Call To Action (CTA) - Attachments - Bounced message - Mail list - Spam, etc 2.5 Explain the importance of email 2.6 Explain the process of opening an email account. 2.7 Explain how to send an email.	Explain the purpose of email Explain terminologies in email: - @ - Carbon copy(cc) - Blind carbon copy (Bcc) - Call To Action (CTA) - Attachments - Bounced message - Mail list - Spam, etc Explain the importance of email Explain the process of opening an email account. Explain how to send an email.				
General Objective 3.0: Know short message services (SMS) and multimedia messaging services (MMS)						
4	3.1 Explain Texting 3.2 Explain Short Message Services (SMS)	Explain Texting Explain Short Message Services (SMS)	Textbooks Journals Marker Markerboard Projector Projector	Compose SMS Send SMS	Guide students to: Compose SMS Send SMS	Internet Computer Smart phones

	3.3 Explain the importance of SMS	Explain the importance of SMS	stand/board Computer	Develop an MMS Deliver an MMS	Develop an MMS Deliver an MMS	
	3.4 Explain the process of sending SMS	Explain the process of sending SMS				
	3.5 Explain Multimedia Messaging Service (MMS)	Explain Multimedia Messaging Service (MMS)				
	3.6 Describe Components of MMS • text • pictures • audio • video	Describe Components of MMS • text • pictures • 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 between SMS and MMS	Explain the difference between SMS and MMS				
General Objective 4.0: Know blogging as digital communication						
5	4.1 Define Blogging	Define Blogging	Textbooks Journals Marker Markerboard Projector Projector stand/board	Identify types of blogs Set up a personal blog	Guide students to: identify types of blogs Set up a personal blog	Smart phone Computer Internet Blogsites
	4.2 Define Blogs	Define Blogs				
	4.3 Trace the evolution of Blog	Trace the evolution of Blog				

	4.4 Explain types of blogs: • personal • niche • news • multimedia • businesses, etc 4.5 Explain how to set up a blog	Explain types of blogs: • personal • niche • news • multimedia • businesses, etc Explain how to set up a blog	Computer			

General Objective 5.0: Understand podcast as digital communication

6-7	5.1 Define Podcast 5.2 Trace the evolution of podcasting 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 process of podcast.	Define Podcast Trace the evolution of podcasting Explain the importance of podcasting Explain types of podcasts • interview • narrative • educational Explain features of a podcast: • intro • content • outro Explain the production process of podcast.	Textbooks Journals Marker Marker board Projector Projector stand/board Computer	Identify types of podcasts	Guide students to identify types of podcasts	Microphones (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 content calendar	Explain how to create a content calendar				
General Objective 6.0: Understand website as digital communication						
8-9	6.1 Define Website	Define Website	Textbooks Journals Marker Marker board Projector Projector stand/board Computer	Identify categories of websites

Visit major news websites | Guide student to identify categories of websites

Visit major news websites | Websites Internet computer |
	6.2 Trace the evolution of website	Trace the evolution of website				
	6.3 Explain the importance of websites as digital communication	Explain the importance of websites as digital communication				
	6.4 Explain the components of a website: • Web design • Content • Navigation • Functionality	Explain the components of a website: • Web design • Content • Navigation • Functionality				
	6.5 Explain the categories of websites: • Government- .gov • Education- .edu • Nonprofit- .org • Commercial- .com • Information- .info	Explain the categories of websites: • Government- .gov • Education- .edu • Non-profit- .org • Commercial- .com • Information- .info				

	6.6 Explain terminologies of websites: • 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				
General Objective 7.0: Understand digital media						
10	7.1 Define digital media 7.2 Explain 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 format	Explain digital media Explain terminologies in digital media Discuss the types of digital media • Text • Image • Audio • Video • multimedia Explain the characteristics of digital media Explain the uses of digital media Explain digital file format	Textbooks Journals Marker Markerboard Projector Projector stand/board Computer	Identify types of digital media Convert file into digital format	Guide students to: identify types of digital media convert files into digital format	Internet Smartphones Computer Internet Laptop software

	7.7 Explain the procedure for converting digital files into different format	Explain the procedure for converting digital files into different format				

General Objective 8.0: Know social media as digital media platforms

11-13	8.1 Define Social media 8.2 Explain the difference between media and social media 8.3 Explain the evolution of social media 8.4 Explain types of social media: • Blogs • Social network (Facebook, Instagram… • Microblog(X) • Podcast • Video (YouTube) • Wikis • RRS feed, etc 8.5 Explain categories of social media user: • Creator • Critic • Collectors	Define Social media Explain the difference between media and social media Explain the evolution of social media Discuss types of social media: • Blogs • Social network (Facebook, Instagram… • Microblog(X) • Podcast • Video (YouTube) • Wikis • RRS feed, etc Explain categories of social media user: • Creator • Critic • Collectors • Joiners • Spectators	Textbooks Journals Marker Markerboard Projector Projector stand/board Computer	Identify types of social media platforms Open social media accounts Use social media account for digital communications	Guide students to: identify types of social media platforms open social media accounts use social media account for digital communications	Internet Smartphones Computer Internet Laptop

	• Joiners • Spectators • Inactive 8.6 Explain how to open social media account 8.7 Explain the usefulness of social media account: • sharing • learning • interacting • marketing, etc 8.8 Explain the advantages of social media: • Connectivity • Real time communication • Access to information, etc 8.9 Explain the characteristics of social media platforms: • Facebook • Instagram • You Tube • X • TikTok • Snapchat • LinkedIn, etc	• inactive Explain how to open social media account Explain the usefulness of social media account Discuss the advantages of social media: • Connectivity • Real time communication • Access to information, etc Discuss the characteristics of social media platforms: • Facebook • Instagram • You Tube • X • TikTok • snapchat • LinkedIn, etc				
General Objective 9.0: Understand digital footprints and reputation						
14-15	9.1 Explain Digital footprint.	Explain Digital footprint.	Textbooks Journals	Build a digital footprint.	Guide students to: build a digital	Internet Smartphones

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

EVALUATION: CA 40%
EXAMINATION: 60%

Graphic design for media and communication

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION		
COURSE TITLE: **Graphic design for media and communication**	COURSE CODE: MAC 124	Contact Hours 3
	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		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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.		

PROGRAMME: **NATIONAL DIPLOMA (ND) MASS COMMUNICATION**

COURSE TITLE: Graphic design for media and communication	COURSE CODE: MAC 124	Contact Hours: 3
	Credit Unit: 3	Theoretical: 2
Year: I Semester: II		
	Pre-requisite:	Practical: 1

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

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

General Objective 1.0: Know the concept of graphic

	THEORETICAL CONTENT			PRACTICAL CONTENT		
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	Explain graphics. Discuss the elements of graphics in: media and communication: • typefaces, • illustration, • captions • logo Explain the functions of graphics in media and communication Explain types of graphic elements used in media and communication	Textbooks Journals Marker Marker Board Projector Computer	Identify types of graphic elements used in media and communication	Guide students to: Identify types of graphic elements used in media and communication	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 2.2 Explain the functions of a graphic designer 2.3 Explain the position/designation of a graphic designer in: • Newspaper • Magazine • TV • Radio • Advertising • Public relation • Film • Book • Publications • websites, etc 2.4 Explain the functions of each of graphic designer as identified in 2.3.	Explain a Graphic designer Explain the functions of a graphic designer Explain the position/designation of a graphic designer in: • Newspaper • Magazine • TV • Radio • Advertising • Public relation • Film • Book • Publications • websites, etc Explain the functions of each of graphic designer as identified in 2.3.	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer	Visit a media and communication outfit Observe the function of a graphic artist in media and communication outfit Identify the functions of a graphic designer Demonstrate role of a graphic designer	Guide students to: visit a media and communication outfit Observe the function of a graphic artist in media and communication outfit identify the functions of a graphic designer Demonstrate role of a graphic designer	Website Sound system Headphones Website Computer Laptop Software TV Set Bulletins Newsletters Newspapers Magazine Cable TV Storage Device Internet
General Objective 3.0: Understand the concept of typography						
3	**3.1** Define typography in graphic design **3.2** Explain classification of typography: • San • San Serif • Script • Monospace	Explain typography in graphic design Explain classification of typography: • San • San Serif • Script • Monospace	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer			

	• display	• display				
	3.3 Explain the principles of typography: • Emphasis • Whitespace • Proximity • alignment	Discuss the principles of typography: • Emphasis • Whitespace • Proximity • alignment				
	3.4 Explain technical aspects of typography: • Leading • Tracking • Kerning	Explain technical aspects of typography: • Leading • Tracking • Kerning				
	3.5 Explain the uses of typography	Explain the uses of typography				
General Objective 4.0: Understand measurement and sizes in graphic design						
4-5	4.1 Explain measurement in graphics design	Explain measurement in graphics design	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer			
	4.2 Explain types of measurement	Explain types of measurement				
	4.3 Describe types of sizes	Describe types of sizes				
	4.4 Explain the characteristics of typefaces.	Explain the characteristics of typefaces.				
	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 • sizes	Discuss the characteristics of faces by: • types • sizes				

General Objective 5.0: Know paper and ink quality					
6-7	5.1 Explain the categories of: • Paper • Ink 5.2 Describe the qualities of: • Paper • Ink 5.3 Explain the guideline for selection of paper and ink for different graphic design	Explain the categories of: • Paper • Ink Explain the qualities of: • Paper • Ink Explain the guideline for selection of paper and ink for different graphic design	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer	Identify categories of paper and ink for graphic design Select paper and ink for graphic design. Design a material using paper and ink	Guide students on; Identify categories of paper and ink for graphic design Select paper and ink for graphic design. Design a material using paper and ink	Paper Ink Sample Material Computer Laptop Software Photocopier Newspapers Magazine Printer Scanner Storage Device
General Objective 6.0: Know layout and design formats					
7-8	6.1 Explain make-up 6.2 Explain Layout 6.3 Explain design 6.4 Explain types of: • Make-up • Layout • Design . 6.5 Explain the software for graphic design: • CorelDraw • Adobe Photoshop • Canva, etc.	Explain make-up Explain Layout Explain design Explain types of: • make-up • layout • design . Explain the software for graphic design: • CorelDraw • Adobe Photoshop	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer	Identify graphic software Install graphic software Use installed software for graphic design to do a make-up and layout	Guide students to: Identify graphic software install graphic software Use installed software for graphic design to do a make-up and layout	Dummy sheet Computer Laptop Software Photocopier Newspapers Magazine Printer Scanner Storage Device Graphic software

		• Canva, etc.				
General Objective 7.0: Know production of posters, flyers and banners						
9-10	7.1 Define Graphic production of: • Posters, • leaflet/flyers • handbills • banner • programme of events, etc 7.2 Explain the following: • Posters • Flyers • Handbills • Banner, etc 7.3 Explain the steps for preparation and production of: • Poster • Flyers • Handbills • Banner • Programme of events, etc 7.4 Explain colour separation in graphic design	Explain Graphic production of: • posters, • Leaflet/flyers • Handbills • Banner, • Programme of events, etc Explain the following: • Posters • flyers • handbills • banner, etc Explain the steps for preparation and production of: • Poster • Flyers • Handbills • Banner, • Programme of event, etc	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer	Identify a poster, 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	Guide students to: Identify a poster, 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	Sample: posters Flyers Handbill Banner Computer Laptop Software Photocopier Newspapers Magazine Printer Scanner Storage Device

Week	Theoretical Content	Teachers Activities	Resources	Specific Learning Outcome	Teachers Activities	Resources
	7.5 Describe colour separation procedure in graphic design	Explain colour separation in graphic design				
	7.6 Explain the different colour treatment	Explain colour separation procedure in graphic design				
		Explain the different colour treatment				

General Objective 8.0: Know graphics for set design and captioning of audio-visual production

Week	Theoretical Content	Teachers Activities	Resources	Specific Learning Outcome	Teachers Activities	Resources
11-12	8.1 Explain the difference between graphic design for: • TV news production • Commercial production 8.2 Explain the process of set design for audio-visual production (TV, commercials, Film, etc) 8.3 Define caption 8.4 Explain captioning in graphics of audio-visual production 8.5 Expalin the process of captioning audio-visual	Explain the difference between graphic design for: • TV news production • Commercial production Explain the process of set design for audio-visual production (TV, commercials, Film, etc) Define caption Explain captioning in graphics of audio-visual production Explain the process of	Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer	Identify differences 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 Design graphic for any audio-visual set Design caption formats andcredits for a programme-news, advert, etc Demonstrate how to lay out still photographs for	Guide students to: Identify differences 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 Design graphic for any audio-visual set Design caption formats andcredits for a programme-news, advert, etc	Computer Laptop Software Photocopier Newspapers Magazine Printer Scanner Storage Device

NATIONAL BOARD FOR TECHNICAL EDUCATION

	8.6 Explain 3-dimesional elements in graphic	captioning audio-visual Explain 3-dimesional elements in graphic		television programme	Demonstrate how to lay out still photographs for television programme	

General Objective 9.0: Understand Emerging Trends in media and communication graphics

| 13-15 | 9.1: Explain emerging trends in media and communication graphics

9.2: Explain the challenges of emerging trends in graphics communication | Explain emerging trends in media and communication graphics

Explain the challenges of emerging trends in media and communication graphics | Textbooks Journals Marker Marker Board Projector Projector stand/Board Computer | Identify emerging trends in media and communication graphics

Identify the challenges of emerging trends in graphics communication | Guide student to:

Identify emerging trends in media and communication graphics

Identify the challenges of emerging trends in graphics communication | Internet Websites |

EVALUATION: CA 40%
    EXAMINATION: 60%

NEWS WRITING AND REPORTING II

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
COURSE TITLE: NEWS WRITING AND REPORTING II	Course Code: MAC 125	Contact Hours: 3
	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		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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 DIPLOMA MASS COMMUNICATION**

COURSE TITLE: News Writing and Reporting II	COURSE CODE: MAC 125		Contact Hours: 3hours
	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

THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define Beat 1.2 Explain types of Beats 1.3 Explain Beat reporting 1.4 Explain a beat reporter 1.5 Explain the qualities of a beat reporter 1.6 Explain the requirements for covering a beat 1.7 Explain concept of Truth, Objectivity and Accuracy of news writing and reporting.	Explain Beat Explain types of Beats Explain Beat reporting Explain a beat reporter Explain the qualities of a beat reporter Explain the requirements for covering a beat Explain concept of Truth, Objectivity and Accuracy	Textbooks Journals Marker Board Projectors Computers Internet Videos	Identify of different news beat Observe news event in assigned beat on campus Write news story on assigned beats	Assign students to beat Guide students to Identify of different news beat Observe news event in assigned beat on campus Write news story on assigned beats	Digital Audio Recorders Digital Video cameras Reporter's Notebook Newspapers Magazines Internet

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

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

	General Objective 4.0: Know to write specialised news report					
9-10	4.1 Define Specialised reporting 4.2 Explain the differences between specialised reporter from a reporter 4.3 State the specialised areas of news reporting • Judiciary • Sports • Celebrities • Health • Politics • Education • Aviation • Maritime • Crime • Finance • Environment • Parliamentary • Public affairs (federal, state, & local governments) • Events • Entertainment, etc.	Explain Specialised reporting Differentiate specialised reporter from a reporter State the specialised areas of news reporting • Judiciary • Sports • Celebrities • Health • Politics • Education • Aviation • Maritime • Crime • Finance • Environment • Parliamentary • Public affairs (federal, state, & local governments) • Events • Entertainment	Books Journals Internet Marker Projector Marker Board Computer	Visit: Courts Marketplace Government offices Local Assemblies Attend: Government functions Meetings/convention Sport events Political events Social /media events Observe: Court proceedings Legislative proceedings Write news stories on: • activities of government and politics. • court proceedings, crime trials and law suits	Organise students to visit: Courts Marketplace Government offices Local Assemblies Organise students to attend: Government functions Meetings/convention Sport events Political events Social /media events Guide students to observe: Court proceedings Legislative proceedings Guide students to write news stories on: • activities of government and politics. • court proceedings, crime trials and	Newspapers Magazine Sample new stories on: Personalities Celebrities meetings/conventions speeches Disasters Crime Sports Courts civil elections, Public affairs (local, state, national, international.

				legislative proceedings and law making • sporting events • marketplace, (business, industry, labour, agriculture,) etc.	lawsuits • legislative proceedings and law making • sporting events • marketplace, (business, industry, labour, agriculture,) etc.	
	4.4 Explain the process of writing Specialised reporting: 4.5 Explain how to report different news events: • Accidents, • Emergencies • Natural disasters • Special Events 4.6 Explain Breaking News 4.7 Explain Developing story in news writing and reporting	Explain the process of writing different forms Specialised reporting Explain how to report different news events: • Accidents, • Emergencies • Natural disasters • Special Events Explain Breaking News Explain Developing story		Write stories on: • Accidents • Emergencies • Special events	Write stories on: • Accidents • Emergencies • Special events	
General Objective 5.0: Know the professional hazards and safety measures in reporting						
11-12	5.1 Define hazards 5.2 Explain professional hazards of reporting 5.3 Explain the safety measures available to reporters.	Explain hazard Explain professional hazards of reporting Explain the safety measures available to reporters	Textbooks Journals Marker Board Projectors Computers Internet	Demonstrate professional hazards of reporting. Demonstrate safety measures that a reporter can adopt.	Guide students to: Demonstrate professional hazards of reporting. Demonstrate safety measures that a reporter can adopt	Pictorials Video clips Audio clips
General Objective 6.0: Understand legal and ethical limitations in reporting						
13-14	6.1 Explain the legal limitations in news writing and reporting	Explain the legal Imitations in reporting • Defamation • Sedition • Copyright	Textbooks Journals Marker Board Projectors Computers Internet			

		• Cyber crime				
	6.2 Explain the ethical limitations in news writing and reporting	Explain the ethicallimitations in reporting				

General Objective 7.0: Know the application of software in news writing and reporting

15	7.1 Explain software of news writing and reporting	Explain software of news writing And reporting	Books Journals Internet Marker Projector Marker Board Computer	Identify software of news writing and reporting

Use software to write and report news | Guide students to: 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 |
| | 7.2 Explain the application of software in news writing and reporting | Explain the application of software in news writing and reporting | | | | |
| | 7.3 Explain the implications of Artificial Intelligence in news writing and reporting, | Explain the implications of Artificial Intelligence in news writing and 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
	Credit Unit: 3	Theoretical: 2Hour/week
Year I Semester II		
	Pre-requisite:	Practical: 1Hour
GOAL: The course is designed to equip the student with the knowledge and skills of public relations practice		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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		

PROGRAMME: NATIONAL IPLOMA (ND) MASS COMMUNICATION						
COURSE TITLE: Principles of Public Relations Course	**COURSE CODE**: MAC 126			Contact Hours: 3Hours		
	Credit Unit: 3			Theoretical: 2 Hours/week		
Year: I Semester: II						
	Pre-requisite:			Practical: 1Hour		
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL						
GOAL: The course is designed to equip the student with the knowledge and skills of public relations practice						
General Objective 1.0: Understand the history of public relations						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define Public relations. 1.2 Trace the historical development of public relations 1.3 Explain the role of Ivy Lee and Edward Barney in the evolution of Public Relations 1.4 Explain the development of public relations in Nigeria 1.5 Explain the difference between public relations and: • Advertising • Marketing • Marketing Communication • Political communication • Publicity	Explain Public relations. Trace the historical development of public relations Explain the role of Ivy Lee and Edward Barney in the evolution of Public Relations Explain the development of public relations in Nigeria Explain the difference between public relations and:	Interactive Board Books Journals Periodicals Internet Organizations			

	• Public opinion • Propaganda • Public Affairs • Lobbying • Sales Promotion • CSR • Branding • Publishing • Crisis communication • Event management • Experiential marketing • Sponsorship • Image management • Reputation management	• Advertising • Marketing • 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 communication process in Public relations					
3-4	2.1 Define communication 2.2 Explain public relations as communication concept	Explain communication Explain public relations as communication	Textbooks Journals Periodicals Internet Marker Board Projector		

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

	2.7 Explain Melvin Sharpe principles of PR communication	• Channel: PR media • Receiver: Target public Explain Communications models of public relations Explain communication goal of public relations Explain Melvin Sharpe principles of PR communication				
General Objective 3.0: Understand the roles of public relations in the society						
5	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 activities	Explain the roles of public relations in the society Explain the functions of public relations Explain the types of public relations Explain public relations activities	Interactive Board Books Journals Periodicals Internet Organizations			

General Objective 4.0: Understand the Publics in public relations					
6	4.1 Define Publics in public relations 4.2 Explain types of publics in public relations. 4.3 Explain the characteristics of publics in public relations 4.4 Explain public opinion. 4.5. Explain public opinion formation. 4.6 Define Persuasion 4.7 Define Propaganda 4.8 Define Manipulation 4.9 Explain lobbying	Explain Publics in public relations Explain types of publics in public relations. Explain the characteristics of publics in public relations Explain public opinion. Explain public opinion formation. Explain Persuasion Explain Propaganda Explain Manipulation Explain lobbying	Interactive Board Books Journals Periodicals Internet Organizations			
General Objective 5.0: know the strategic tools of public relations					
7	5.1 Explain strategic public relations	Explain strategic public relations tools Explain the tools of	Interactive Board Books	Cut out speeches, news release and press releases from newspapers, magazines	Guide students to: Cut out speeches, news release and press releases	Newspapers Magazine Websites 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	public relation: • 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	Journals Periodicals Internet Organizations	and websites Analyse speeches/news/press releases. Prepare a press kit/fact sheet Generate social media post	from newspapers, magazines and websites Analyse speeches/news/press releases. Prepare a press kit/fact sheet Generate social media post	Speeches Press Releases
General Objective 6.0: Understand the media of public relations					
8-9	6.1 Define public relations media 6.2 Explain the three categories of public relations:	Explain public relations media Explain the three categories of public	Interactive Board Books Journals			

	• Owned media • Earned media • Paid media	relations: • Owned media • Earned media • Paid media	Periodicals Internet Organizations			
	6.4 Explain the characteristics of the media of public relations 6.5 Explain factors guiding media selection in public relations	Explain the characteristics of the media of public relations Explain factors guiding media selection in public relations				

General Objective 7.0: Know public relations research

10	7.1 Define research 7.2 Define public relations research 7.3 Explain types of public relations research 7.4 Explain the importance of research in public relations 7.5 Explain the methods of public relations research 7.6 Explain the process of public relations	Explain research Explain public relations research Explain types of public relations research Explain the importance of research in public relations Explain the methods	Interactive Board Books Journals Periodicals Internet Organizations	Conduct research in public relations Conduct opinion poll Conduct a stakeholder analysis	Guide students to: conduct research in public relations Conduct opinion poll Conduct a stakeholder analysis	Audio Visual Tv set Radio set Computer Multimedia Projector

	research	of public relations research			
		Explain the process of public relations research			

General Objective 8.0: know how to prepare and produce public relations copy

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

						devices
General Objective 9.0 Know the structure, personnel and functions of a public relations consulting firm						
12	9.1 Define public relations consultancy	Explain public relations consultancy	public relations consultancy offices	Visit a PR firm	Organise students to: visit a PR firm	Organogram of a PR firm
	9.2 Explain the departments in a public relations firm	Explain the departments in a public relations firm		Setup a PR firm	setup a PR firm	
	9.3 Explain the functions of a public relations firm	Explain the functions of a public relations firm		Role play in a PR firm	role play in a PR firm	
	9.4 Explain how public relations firms are remunerated	Explain how public relations firms are remunerated				

General Objective 10:0: Understand legal and ethical environment of public relations						
13	10.1 Explain the legal environment of public relations 10.2 Explain the ethical environment of public relations 10.3 Explain the regulatory agencies in public relations: • NIPR • APRA • MIPAN • SON 10.4 Explain the Nigerian Code of Public relations practice	Explain the legal environment of public relations Explain the ethical environment of public relations Explain the regulatory agencies in public relations: • NIPR • APRA • MIPAN • SON Explain the Nigerian Code of Public relations practice	Interactive Board Books Journals Periodicals Internet Organizations			
General Objective 11.0: Understand new trends in public relations						
14	11.1 Explain the new trends in public relations 11.2 Explain the types of new trends in public relations	Explain the new trends in public relations Explain the types of new trends in public relations	Interactive Board Books Journals Periodicals Internet Organizations	Use case study	Guide students to use case study	Sample case study

	General Objective 12.0 Know career prospects in public relations					
15	12.1 Explain career prospects in public relations	Explain career prospects in public relations	Interactive Board Books Journals Periodicals Internet Organizations			
	12.2 Explain the types of career prospect in public relations	Explain the types of career prospect in public relations				
	12.3 Explain the importance of career prospect in public relations	Explain the importance of career prospect in public relations				
	12.4 Explain the challenges of public relations practice	Explain the challenges of public relations practice				

EVALUATION:
CA – 40%
EXAMINATION – 60%

YEAR II SEMESTER I

Media and Communication Theory

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
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.		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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 DIPLOMA MASS COMMUNICATION**

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:

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

THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define Communication. 1.2 Explain the communication process 1.3 Explain the functions of communication 1.4 Explain characteristics of communication 1.5 Explain attributes of communication. 1.6 Explain barriers to effective communication	Explain Communication. Explain the communication process Explain the functions of communication Explain characteristics of communication Explain attributes of communication. Explain barriers to effective communication	Textbooks Journals Marker Board Projectors Computers Internet Videos Charts			

General Objective 2.0: Understand media and communication theories					
4-7	2.1 Define Theory. 2.2 Explain media and communication theory 2.3 Explain the following terms: • Concept • Construct • Assumptions • Propositions Model 2.4 Explain the attributes of a theory. 2.5 Explain epistemology of media and Communication theories 2.6 Explain the relationship between communication theory, practice and research	Explain Theory. Explain media and communication theory Explain the following terms: • Concept • Construct • Assumptions • Propositions Model Explain the attributes of a theory. Explain epistemology of media and Communication theories Explain the relationship between communication theory, practice and research	Textbooks Journals Marker Board Projectors Computers Internet Videos Charts	Differentiate between model and theory and Identify a good theory Demonstrate the utilization of a good theory	Guide students to Differentiate between model and theory Identify a good theory Demonstrate the utilization of a good theory	Sample theory
General Objective 3.0: Understand models of media and communication theories					
8-10	3.1 Explain model 3.2 Explain communication models: • Lasswell, • Shannon/Weaver,	Explain model Explain communication models: • Lasswell,	Textbooks Journals Marker Board Projectors Computers Internet Videos			

	Newcombs • Schramm/Osgood • Gerbner etc. 3.3 Explain normative theories of media and communication: • Authoritarian • Libertarian • Soviet Communist • Social responsibility • Democratic participant • Developmental	• Shannon/Weaver, Newcombs • Schramm/Osgood • Gerbner etc. Explain normative theories of media and communication: • Authoritarian • Libertarian • Soviet Communist • Social responsibility • Democratic participant • Developmental	Charts			
General Objective 4.0: Understand effects and functional theories of media and communication						
11-12	4.1 Explain effects theory: • Powerful effects • Limited effects. 4.2 Explain the functional theories: • Uses and Gratification • Agenda setting and Agenda building • Framing and Priming • Gate keeping. • Theories of cultivation	Explain effects theory: • Powerful effects • Limited effects. Explain the functional theories: • Uses and Gratification • Agenda setting and Agenda building • Framing and Priming	Textbooks Journals Marker Board Projectors Computers Internet Videos Charts			

	• Diffusion of innovation	• Gate keeping. • Theories of cultivation • Diffusion of innovation				

General Objective 5.0: Understand technological determinism theory of media and communication.

13-15	5.1 Define the concepts of: • Glocalization • Globalization; • Media convergence, • Diversities • Pluralism 5.2 Explain Technological Determinism : • Theory • Social Network Theory	Explain Technological Determinism Theory Explain social relationships and connection provided by social media and digital platforms Define the concepts of: -Glocalization -Globalization -Media convergence, diversities and pluralism.	Textbooks Journals Marker Board Projectors Computers Internet Videos Charts			

EVALUATION: CA 30%
EXAMINATION: 70%

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Research Methods in Media and Communication

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
COURSE TITLE: Research Methods in Media and Communication	Course Code: MAC 212	Contact Hours: 2
	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		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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 DIPLOMA MASS COMMUNICATION**

COURSE TITLE: Research in media and communication	COURSE CODE: MAC 211		Contact Hours: 2
	Credit Unit: 2		Theoretical: 1
Year: Semester:	Pre-requisite:		Practical: 1

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
1-3	1.1 Define Research 1.2 Define Media 1.3 Define Communication 1.4 Define media and communication research 1.5 Explain types of media and communication research 1.6 Explain purpose of research 1.7 Explain human enquiry 1.8 Explain sources of knowledge	Define Research Define Media Define Communication Define media and communication research Explain types of media and communication research Explain purpose of research Explain human enquiry Explain sources of knowledge	Textbooks Journals Computer Internet Projector Marker Marker Board			

	1.9 Explain the elements of scientific research methods. 1.10 Explain the spectrum of media and communication research: • Mass Media • Social media • Digital media • Personal media • Specialized media • Traditional media 1.11 Explain 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 terminologies of media and communication research						
4-6	2.1 Define evidence, fact and data 2.2 Define: • Concept, • Constructs, • Assumptions, • Propositions,	Define evidence, fact and data Explain : • Concept, • Constructs, • Assumptions, • Propositions,	Textbooks Journals Computer Internet Projector Marker Marker Board	Identify terminologies in media and communication research	Guide students to: identify terminologies in media and communication research	Internet Research project/repo rts

	• Conceptualisation and Operationalisation 2.3. Define Variable 2.4. Explain types of Variables	• Conceptualisation and Operationalisation Explain Variable Explain types of Variables			

General Objective 3.0: Know the research techniques in media and communication

| 7-8 | 3.1Define research method

3.2 Explain types of research method:
  • Quantitative,
  • Qualitative
  • Mixed method

3.3 Explain the methodologies 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 |

General Objective 4.0: Know sampling techniques in media and communication research

| 9-11 | 4.1 Define sample

4.2 Define Census

4.3 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/sample report
Street Directories |

	4.4 Explain method • of sampling: Probability • Nonprobability	• Non- probability Explain Sampling techniques under each method. Factor influencing Sampling Techniques				
	4.5Explain sampling techniques under each method.					
	4.6 Explain Factors influencing Sampling Technique	Explain Factors influencing Sampling Technique				

General Objective 5.0: Know data collection techniques in media and communication research

12-13	5.1 Define Data	Explain Data	Textbooks Journals	Identify types of data	Guide students:	Sample data
	5.2 Explain types of Data	Explain types of Data	Computer Internet	Identify sources of data	Identify types of data	
	5.3 Explain sources of Data	Explain sources of Data	Projector Marker Marker Board	Use data collection techniques to conduct research	Identify sources of data	
	5.4 Explain Data collection techniques	Explain data collection method		Use statistical tools to present data	Use data collection techniques to conduct research	
	5.5 Define Data analysis	Explain Data analysis				
	5.6 Explain types of Data analysis	Explain types of Data analysis			Use statistical tools to present data	
	5.7 Explain Statistical tools of data collection in media and	Explain Statistical tools of data collection in media				

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

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

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

THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define editing 1.2 Define copy 1.3 Explain raw materials for editing: • copy • news releases • interview • speeches 1.4 Define a copy editor 1.5 Explain the function of a copy editor 1.6 Explain qualities of a copy editor 1.7 Describe process of copy editing	Explain editing Explain copy Explain raw materials for editing: • copy • news releases • interview • speeches Explain a copy editor Explain the function of a copy editor Explain qualities of a copy editor Describe process of copy editing	Textbooks, Newspapers Magazines	Edit a copy	Guide students to edit a copy	Newspapers and Magazine copies, Television and radio scripts.

General Objective 2.0: Understand the need for copy editing						
4-6	2.1 Explain the need for copy editing 2.2 Explain areas of common errors in copy editing: • Prepositions • Verb agreement • Punctuations 2.3 Explain the concept: • Accuracy • Conciseness • Coherence • Clarity • Simplicity	Explain the need for copy editing Explain areas of common errors in copy editing: • Prepositions • Verb agreement • Punctuations Explain the concept: • Accuracy • Conciseness • Coherence • Clarity • simplicity	Textbooks, Newspapers Magazines	Cut copies from Newspaper, Magazine, Blogs, News site Edit cut copies	Guide students to: Edit copies from Newspaper, Magazine, Blogs, News site Edit cut copies	Newspapers and Magazine copies, Television and radio scripts.
Objective 3.0: Understand editing applications						
7-10	3.1 Explain editing symbols 3.2 Explain editing symbols with their meaning 3.3 Explain software for copy editing 3.4 Explain appropriate computer editing tools for copy editing	Explain editing symbols Explain editing symbols with their meaning Explain software for copy editing Explain appropriate computer editing tools for copy editing	Textbooks, Newspapers Magazines Projector Journals Computer	Identify areas of mistakes Correct areas of mistakes using editing applications Use computer editing tools to edit copies.	Guide the students to: Identify areas of mistakes Correct areas of mistakes using editing applications Use computer editing tools to edit copies.	Newspapers and Magazine copies, Television and radio scripts and Computer Internet

General Objective 4.0: Know editing of articles					
11-13	4.1 Explain manual method of editing 4.2 Explain electronic method of editing	Explain editing skills manually and electronically	Textbooks, Newspapers Magazines Projector Journals Computer	Practice editing skills manually and electronically	Guide the students to practice editing skills manually and electronically	Newspapers and Magazine copies, Television and radio scripts and Computer
General Objective 5.0: Know fact checking in media and communication text					
14-15	5.1 Define fact 5.2 Define fact checking 5.3 Explain: • Misinformation, • Disinformation, • Hoaxes 5.4 Explain importance of fact checking 5.5 Explain the importance of verifying news for credibility and reliability 5.6 Explain fundamental skills for effective fact checking. 5.7 Explain the significance of research in fact checking	Explain fact and fact checking Explain: • Misinformation • Disinformation, • Hoaxes Explain importance of fact checking Explain the importance of verifying news for credibility and reliability Explain fundamental skills for effective fact checking. Explain the significance of research in fact checking	Textbooks, Newspapers Magazines Projector Journals Computer	Identify the need for fact checking in media text	Guide the students to fact check media text.	Computer Newspapers and Magazine copies, Television and radio scripts.

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

PROGRAMME: **NATIONAL DIPLOMA MASS COMMUNICATION**

COURSE TITLE: Feature Writing	COURSE CODE: MAC 214		Contact Hours: 2
	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 the knowledge and skills of writing feature articles

GENERAL OBJECTIVE 1.0: Understand Feature articles

THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define Features 1.2 Explain parts of feature articles 1.3 Explain functions of feature articles 1.4 Explain characteristics of feature articles 1.5 Explain the types of features: • Expository • Narrative • Analytical • Descriptive 1.6 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 • Review, etc 1.7 Explain the differences between features and: • News • Editorial • Letter to the editor • Supplement 1.8 Explain qualities of a good feature writer	Explain the differences between features and: • News • Editorial • Letter to the editor • Supplement Explain qualities of a good feature writer			
General Objective 2.0: Understand research and the stages in writing Features					
4-8	2.1 Explain the importance of research in feature writing 2.2 Explain how to generate ideas for Feature writing 2.3 Explain the sources of idea generation for Feature writing. 2.4. Explain the steps of writing Features 2.5 Describe how to link different part of a feature article 2.6 Explain linking devices used in Feature article writing	Explain the importance of research in feature writing Explain how to generate ideas for Feature writing Explain the sources of idea generation for Feature writing. Explain the steps of writing Features Describe how to link different part of a feature article	Textbooks Journals Computer Projector s	Cut copies of feature articles from Newspaper, Magazine, Blogs, News site. Identify parts of feature articles. Write feature article	Guide students to: Cut copies of feature articles from Newspaper, Magazine, Blogs, News site. Identify parts of feature articles. write feature article	Sample Feature articles from Newspapers and Magazines

Week	Specific Learning Objectives	Teacher's Activities	Resources	Specific Learning Objectives	Teacher's Activities	Resources
	2.7 Explain methods of writing Feature articles 2.8 Describe the qualities of a good feature article	Explain linking devices used in Feature article writing Explain methods of writing Feature articles Describe the qualities of a good feature article				
General Objective 3.0: Understand styles in feature writing						
9-11	3.1 Define style 3.2 Explain different styles used in feature writing 3.3 Explain the factors affecting writing styles	Explain style Explain different styles used in feature writing Explain the factors affecting writing styles	Textbooks Feature articles from Newspapers Magazine	Cut copies of different features from Newspaper, Magazine, Blogs, News site. Identify the styles used	Guide students to: Cut copies of different features from Newspaper, Magazine, Blogs, News site Identify the styles used	Feature articles from Newspapers and Magazine
General Objective 4.0: Understand the use of illustration in feature writing						
12-15	4.1 Explain the use of pictures and other multimedia contents in feature writing 4.2 Explain the use of tables, diagrams, maps in feature writing	Explain the use of pictures and other multimedia contents in feature writing Explain the use of tables, diagrams, maps in feature writing	Textbooks Feature articles from Newspapers Magazine Computer Internet	Write feature article using illustrations	Guide student to write feature article using illustrations	Computer Sample articles

EVALUATION: CA 40%
EXAMINATION: 60%

Media, Communication and Society

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
COURSE TITLE: Media, Communication and Society	Course Code: MAC 215	Contact Hours: 2
	Credit Unit: 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		
GENERAL OBJECTIVES: On completion of this course, the student should be able to: 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		

PROGRAMME: **NATIONAL DIPLOMA MASS COMMUNICATION**

COURSE TITLE: Media, Communication and Society	Course Code: MAC 215		Contact Hours: 2
	Credit Unit: 2		Theoretical: 2
Year: II Semester: I	Pre-requisite:		Practical: 0

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

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

GENERAL OBJECTIVE 1.0: Understand the relationship between media, government and society

THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define normative theories of the press 1.2 Explain the theories on the relationship between media and government 1.3 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 normative theories of the press Explain the theories on the relationship between media and government Explain to what extent these theories are applicable to Nigeria Explain the principles and methods used by the government to control the media	Textbook Journals Computer Projector			
General Objective 1.0: Understand development of Nigerian media from 1859 to date						
3-4	1.1 Explain the development of the print media in Nigeria	Discuss the development of the print media in Nigeria	Textbook Journals Computer Projector			

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

General Objective 4.0: Understand functions of media in society					
7-8	4.1 Explain the media 4.2 Explain media channels 4.3 Explain the characteristics of media channels 4.4 Explain functions of media in society: • Conventional functions • other functions 4.6 Describe the performance of the media in a developing country like Nigeria	Explain the media Explain media channels Explain the characteristics of media channels Explain functions of media in society: • Conventional functions • other functions Analyse the performance of the media in a developing country like Nigeria	Textbook Journals Computer Projector Marker board		
General Objective 5.0: Understand the concept of press freedom					
9-10	5.1 Define press freedom 5.2 Explain types of press freedom 5.3 Explain press freedom in Nigeria	Define press freedom Explain types of press freedom Explain press freedom Discuss press freedom in Nigeria	Textbook Journals Computer Projector		

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

		- Nigerian Institute of Public Relations (NIPR) - Nigerian Press Council (NPC) - National Information Technology Development Agency (NITDA) - Broadcasting Organizations of Nigeria (BON), etc. Explain the functions of media regulatory agencies in Nigeria Explain how the operations of the media regulatory agencies affect the activities of the media			
General Objective 7.0: Understand media and information literacy					
14-15	7.1 Explain the concept of editorial independence 7.2 Explain how media and communication contribute rationally to promote fundamental freedoms	Explain the concept of editorial independence Explain how media and communication contribute rationally to	Textbook Journals Computer Projector			

	7.3 Explain the rights and responsibilities of citizens in relation to media and information 7.4 Explain information sources, systems of storage and retrieval tools 7.5 Explain the preservation, storage, reuse, recording, archiving and presentation of information in usable formats 7.6 Explain the use of information for problem-solving or decision making in personal, economic, social and political life	promote fundamental freedoms Explain the rights and responsibilities of citizens in relation to media and information Explain information sources and systems of storage, and retrieval tools Explain the preservation, storage, reuse, recording, archiving and presentation of 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%
EXAMINATION: 70%

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

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		
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL						
GOAL: This course is designed to acquaint the student with the knowledge of ethics of media and communication						
GENERAL OBJECTIVE 1.0: Understand the concepts of ethics						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define ethics 1.2 Explain the role of ethics in: • Guiding decision making • Sense of professional responsibilities • Moral compass for personal and professional conduct, etc. 1.3 Explain the sources of ethics: • Parents • Peer groups • Educational institutions • Religious background	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: • Parents • Peer groups • Educational institutions	Textbooks Journals Internet Marker Projector Marker Board Computer			

		Religious background • Society • Experiences, etc. Explain the needs for ethics-Accountability to: • Self • Employer • Audience • Sources • Society • Profession				
	• Society • Experiences, etc. 1.4 Explain the needs for ethics-Accountability to: • Self • Employer • Audience • Sources • Society • Profession					

General Objective 2.0: Understand the theories of ethics in media and communication

3	2.1 Define theory 2.2 Explain theories of ethics 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 morality 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: • Morality • Beliefs • Values • Attitude • Behaviour, etc. Explain factors affecting the morality of Nigerians Discuss the state of morality in Nigerian society.	Marker Projector Marker Board Computer			

General Objective 4.0: Know ethical issues of professional practice 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:
• Truth
• Fact
• Trust
• Accuracy
• Fairness
• Objectivity
• Anonymity of sources
• Balance
• Obscenity
• Sensationalism
• Vulgarity
• Privacy vs public life
• Intrusion of privacy | Textbooks Journals Internet Marker Projector Marker Board Computer | Identify ethical issues in journalism and broadcasting.

Identify ethical issues advertising and public relations

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

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

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	6.2 Explain anonymity of sources	Explain anonymity of sources	Marker Board Computer	Demonstrate process of source protection	procedure for source protection	
	6.3 Explain techniques for confidentiality and protection of news sources	Explain techniques for protection and confidentiality of sources			Demonstrate process of source protection	
	6.5 Explain right of reply/response	Explain right of reply/response				
	6.6 Explain the challenges of accepting hospitality from sources	Explain the challenges of accepting hospitality from sources.				
	6.7 Explain the implications of Personal relationship with sources of news	Explain the implications of Personal relationship with sources of news				

General Objective 7.0: Know principles guiding to ethical decision making

14-15	7.1 Explain ethical decision making 7.2 Explain guidelines for ethical decision making: • Define the ethical problem • Consult colleagues, peers, editors, superiors • Checks codes and guides	Explain ethical decision making Discuss guidelines for ethical decision making: • Define the ethical problem • Consult colleagues, peers, editors, superiors	Textbooks Journals Internet Marker Projector Marker Board Computer	Identify guidelines for ethical decision making Apply any of the guidelines for ethical decision making	Guide students to: Identify guidelines for ethical decision making Apply any of the guidelines for ethical decision making	Case studies Newspapers Magazine Internet Journals Computer

- Measure your journalistic objectivity - Identify stakeholders- those affected - Are there alternatives - Make a decision - Be ready to make decisions	- Checks codes and guides - Measure your journalistic objectivity - Identify stakeholders- those 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 communication	Course Code: MAC 217	Contact Hours: 2
	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		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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 **Photography in media and communication**		**COURSE CODE**: MAC 217			Contact Hours: 2	
		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						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define Photography 1.2 Trace the evolution of photography 1.3 Explain the Genres of Photography 1.4 Explain terminologies of photography 1.5 Explain the importance of photography in media and communication practice in Nigeria: • Journalism • Broadcasting	Explain Photography Discuss the evolution of photography Explain the Genres of Photography Explain terminologies of photography Explain the importance of photography in media and communication practice in Nigeria: • Journalism • Broadcasting • Film • Advertising	Textbook Journals Marker Markerboard Projector Computer			

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

			Computer	Take picture to tell stories	effects of light on exposure	Backdrop canvas Camera Tripod Ring light
	3.3 Explain the importance of light in photography	Discuss the importance of light in photography	Computer	Take picture to tell stories	effects of light on exposure Take picture to tell stories	Backdrop canvas Camera Tripod Ring light
	3.4 Explain types of light 3.5 Define Exposure 3.6 Define composition 3.6 Explain: • Light • ASA/ISO • Aperture/Shutter Speed • Subject 3.7 Explain over exposure and underexposure 3.8 Explain focal length and shutter speed setting	Explain types of light Explain Exposure Explain composition 3.6 Explain: • Light • ASA/ISO • Aperture/Shutter Speed • Subject Explain over exposure and underexposure Explain focal length and shutter speed setting				

General Objective 4.0: Know darkroom procedure in photography development

| 8-10 | 4.1 Define darkroom in photography

4.2 Explain the importance of darkroom in photograph development

4.3 Describe the equipment in the darkroom

4.4 Explain the importance of | Explain darkroom in photography

Explain the importance of darkroom in photograph development

Describe the equipment in the | Textbook Journals Marker Markerboard Projector Computer | Mix chemical solutions, developer and fixer (hypo)

Test solutions for appropriate temperature. Develop films and print photographs.

Dry and trim prints to appropriate sizes | Guide students to: Mix chemical solutions, developer and fixer (hypo)

Test solutions for appropriate temperature.

Develop films and print photographs. | Dark room Chemical Film Scissor Printer Paper Camera |

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	darkroom in photograph development	darkroom			Dry and trim prints to appropriate sizes
	4.5 Explain darkroom procedure in photograph developments	Explain the importance of darkroom in photograph development Explain darkroom procedure in photograph developments			
General Objective 5.0: Know editing in photography					
11-13	5.1 Define editing 5.2 Explain the importance of editing in photography 5.3Explain software in editing photography: • Adobe Photoshop • Lightroom • Picas, etc. 5.4 Explain caption writing in photography 5.5 Explain 5Ws and H in caption writing	Explain editing Explain the importance of editing in photography Explain software in editing photography: • Adobe Photoshop • Lightroom • Picas, etc. Explain caption writing in photography Explain 5Ws and H in caption writing	Textbook Journals Marker Marker board Projector Computer	Identify editing software Edit photographs using software Caption photographs edited Create a gallery of edited and captioned photography	Guide students to: Identify editing software Edit photographs using software caption photographs edited Create a gallery of edited and captioned photography	Editing software Computer Internet Computer Software Camera Tripod Scanner Professional Photo Printer

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

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
	Credit Unit: 3	Theoretical: 2Hours/week
Year: II Semester: I		
	Pre-requisite:	Practical: 1 Hours/week
GOAL: This course is designed to acquaint the student with knowledge and skills for broadcast productions.		

GENERAL OBJECTIVES: On completion of this course, the student should be able to:
    1.0 Understand the process of radio broadcast production
    2.0 Understand the process of television broadcast production
    3.0 Know scripts writing for radio and television production
    4.0 Understand the technical aspects of radio production
    5.0 Understand the technical aspects of television production
    6.0 Know production techniques of programmes		

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION					
COURSE: Broadcast Production I		COURSE CODE: MAC 218		Contact Hours: 3	
		Credit Unit: 3		Theoretical: 2Hours/week	
Year: II Semester: I					
		Pre-requisite:		Practical: 1 Hours/week	
GOAL: This course is designed to acquaint the student with knowledge and skills for broadcast production.					
General Objective 1.0: Understand the process of radio broadcast production					
THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define broadcast production 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 1.6 Explain the pre-production 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 1.9 Explain a radio production	Explain broadcast production Explain programme Explain Programme in radio Explain the process of radio programme production Explain a radio production studio Explain the pre-production process of a radio programme Explain the production process of a radio programme	Textbook Journal Markerboard Computer Multimedia projector	Identify the process of radio programme production Carry out the pre-production activities: • Conception of idea • Brainstorming the idea • Mobilise team • Role assignment • Mobilise resources • Scripting • Scheduling Carry out production activities	Guide students to: Identify the process of radio programme production Carry out the pre-production activities: • Conception of idea • Brainstorming the idea • Mobilise team • Role assignment • Mobilise resources • Scripting • Scheduling Carry out production activities	Radio set Microphones Digital Audio console Digital Audio recorder Audio mixer Speaker Headset Editing software Computer with appropriate software Note pad Printer

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

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	2.5 Explain a television production studio
	
	2.6 Explain the pre-production process of a television programme
	
	2.7 Explain the production process of a television programme
	
	2.8 Explain the post-production process of a television programme
	
	2.9 Explain a television production team:
	  • Technical
	  • Production
	
	2.10 Explain the responsibilities of the television production team
	2.11 Explain the responsibilities of the television production team
	
	2.12 Explain the need for scripting in television production
	
	2.13 Explain the types of scripts needed in
		Explain the process of television programme production
		
		Explain a television production studio
		
		Explain the pre-production process of a television programme
		
		Explain the production process of a television programme
		
		Explain the post-production process of a television programme
		
		Explain a television production team:
		  • Technical
		  • Production
		
		Explain the responsibilities of the television production team
		
		Explain the responsibilities of the television production team
				• Role assignment
				• Mobilise resources
				• Scripting
				• Scheduling
				
				Carry out production activities
				
				Carry out post production activities
				
				Identify television production team
				
				Identify the responsibilities of a television production team
				
				Write scripts
					• Role assignment
					• Mobilise resources
					• Scripting
					• Scheduling
					
					Carry out production activities
					
					Carry out post production activities
					
					Identify television production team
					
					Identify the responsibilities of a television production team
					
					Write scripts
						Filters Monitors
						Teleprompter
						Fish pole
						Drones
						Monitors
						Storage device
						Camera filters
						Light filters
						Memory card
						Audio mixer
						Note pad
						Printer

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

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

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	• 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: • HD Camera • Microphones (varieties) • Digital Console • Vision mixer • Computer with editing software • Headset • Head cam • Tripod • Tripod with dolly • Cyclorama • Lighting • Filters • Monitors • Teleprompter • Talkback device • Drones • Explain television recording process Explain television studio terminologies Explain television cues		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 techniques of programmes						
13-15	5.1 Explain the types of programmes	Explain the different programme types	Textbooks Administrative manual of a	Record programme Edit programme	Guide students to: Record programme	HD Camera Microphones

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5.2 Explain the objectives of the programmes listed in 5.1 5.3 Describe the concept of time-belt in programming 5.4 Explain programmes presentation 5.5 Explain the activities involved in post-production 5.6 Explain the editing process and suites	Explain the types of programmes Explain the objectives of the programmes listed in 5.1 Describe the concept of time-belt in programming Explain programmes presentation Explain the activities involved in post-production Explain the editing process and suites	typical Radio/TV station. Programme schedule of atypical Radio/TV station	Broadcast programme	Edit programme Broadcast programme	(varieties) Digital Console Vision mixer Computer with editing software Headset Headcam Tripod Tripod with dolly Cyclorama Lighting Filters Monitors Teleprompter Talkback device Drones Streaming device Internet

EVALUATION:
CA – 40%
EXAMINATION- 60%

Foundations of Film Production

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
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: **NATIONAL DIPLOMA MASS COMMUNICATION**

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	

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

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

GENERAL OBJECTIVE 1.0: Understand Film Production

THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-4	1.1 Explain Film Production 1.2 Explain Film Production Stages: • Pre-production procedure • Production process • Post-production stage • Marketing, distribution and exhibition 1.3 Explain the Evolution of Cinema & Changing Audiences 1.4 Explain Technological Advancements in Film production	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	Textbooks, Journal Computer Marker Marker Board Projector	Identify Technological Advancements in film production	Guide students to: Identify Technological Advancements in film production	Internet

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

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

	2.28 Explain Supporting Characters	Explain Casting			
	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 development			
	2.33 Explain Budgeting & 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 Characters			
	2.38 Explain Protagonist & 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					
General Objective 3.0: Know **Film Production**						
9-12	3.1 Explain film production team

3.2 Explain the roles of key members of a production team:
- Producer
- Director
- Assistant Director
- Production manager
- Director of photography
- Gaffer
- Sound engineer
- Set designer

3.3 Explain Camera Types and its accessories

3.4 Explain camera shots

3.5 Explain Camera movements & angles

3.6 Explain rules of framing & composition of shots

3.7 Explain the rule of thirds | Explain film production team

Explain the roles of key members of a production team:
- Producer
- Director
- Assistant Director
- Production manager
- Director of photography
- Gaffer
- Sound engineer
- Set designer

Explain Camera Types and its accessories

Explain camera shots

Explain Camera movements & angles

Explain rules of framing & composition of shots | Textbooks, Journal Computer Marker Marker Board Projector Charts | Identify a film production team members

Identify Camera Types & Lenses

Frame a camera Shot

Operate a camera

Apply the rule of thirds

Demonstrate Camera Movements & Angles shots

Identify the Types of Lights

Demonstrate lighting in film production. | Guide students to:

Identify a film production team members

Identify Camera Types & Lenses

Frame a camera Shot

Operate a camera

Apply the rule of thirds

Demonstrate Camera Movements & Angles shots

Identify the Types of Lights | Camera and its accessories Lights tripods dolly tripods, reflectors, diffusers, gels, light meter light absorbers Flags. C-stands,

a recording/mixing interface, microphone, boom pole, headphones, SD card, power, slate

Elements for PD; props, costume design, lighting, color palette, textures, spatial design, typography/graphics, visual |

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

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

formats	formats		sequence using editing software.	Edit a short sequence using editing software.
4.7 Explain Finalizing and delivering projects	Explain Finalizing and delivering projects		Demonstrate basic film editing techniques.	Demonstrate basic film editing techniques.
4.8 Explain navigating the Adobe Premier pro interface	Explain navigating the Adobe Premier pro interface		Insert opening and end credit	Insert opening and end credit
4.9 Explain basic editing tools and techniques	Explain basic editing tools and techniques			
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	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 Reporting and Advocacy	Course Code: MAC 221	Contact Hours: 2
	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 DIPLOMA MASS COMMUNICATION					
COURSE TITLE: Foundation of Child Rights Reporting and Advocacy	**COURSE CODE**: MAC 221			Contact Hours: 2	
	Credit Unit: 2			Theoretical: 1	
Year: Semester:	Pre-requisite: Nil			Practical: 1	
COURSE SPECIFICATION: THEORETICAL 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**					
THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources

Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-4	1.1 Define a Child 1.2 Define Right 1.3 Explain Child Rights 1.4 Explain types of rights 1.5 Explain the key datasets in child welfare 1.6 Explain the Basket of Rights: • Survival • Development • Protection • Participation 1.7 Explain the importance of child protection	Explain who is a Child Explain a Right Explain Child Rights Explain the types of rights Explain the key datasets in child welfare Explain the Basket of Rights: • Survival • Development • Protection • Participation	Marker Board Projector Textbooks Special Publications Computer Code of ethics for Journalists and media practice Demographic and Health Survey Ministries, - Convention on the Rights of Children	Visit children living in difficult circumstances (homeless children; displaced children...etc) Identify aspects of Child rights denied.	Guide Students to: visit locations of vulnerable children. Identify aspects of child rights that have been denied.	Charts Newspaper reports. Memo Pad Pen Camera Computer Midget Microphone National Bureau of Statistics Report.

	1.8 Explain the challenges of implementing the Child Rights Act	Explain the importance of child protection Explain the challenges of implementing the Child Rights Act	(CRC), -Child Rights Act, (CRA) -Convention on Elimination of All Forms of - Discrimination Against Women (CEDAW) -Child Rights Monitoring Reports -Internet Multiple Indicator Cluster Survey		Police report

General Objective 2.0: Understand Laws and Conventions on Child Rights					
5-9	2.1 Trace the development of Nigerian laws and conventions/instruments and frameworks on child's rights and development	Trace the development of Nigerian laws and conventions/instruments and frameworks on child's rights and development	Marker Board Projector Textbooks Special Publications Computer	Visit to Motor parks, Bus stations and observe the treatment and involvement of children in these places.	Guide students to: Visit Motor parks, Bus stations and observe the treatment and involvement of children in these places.	Charts Newspaper reports.
	2.2 Explain the Convention on the Rights of Children (CRC)	Explain the Convention on the Rights of Children (CRC)	Code of ethics for Journalists and media practice	Conduct a vox populi on any issue/challenges facing the child:	Conduct a vox populi on any issue/challenges facing the child:	Memo Pad Pen Camera Computer
	2.3 Explain the Four Pillars of Right In CRC	Explain the Four Pillars of Right In CRC	Demographic and Health Survey	• unplanned pregnancy, • child labour, • child trafficking, • early marriage.	• unplanned pregnancy, • child labour, • child trafficking, • early marriage.	Midget Microphone National Bureau of Statistics Report.
	2.4 Explain the Child Rights Act of 2003	Explain the Child Rights Act of 2003	Ministries, - Convention on the Rights of Children (CRC),			
	2.5 Enumerate the responsibilities of the Child in CRA,2003	Enumerate the responsibilities of the Child in CRA,2003	-Child Rights Act, (CRA)	Write a publishable story, observation and findings from the opinion poll		Police report Sample Script Audio Recorder
	2.6 List the responsibilities of the parents in CRA,2003	List the responsibilities of the parents in CRA,2003	-Convention on Elimination of All Forms of -Discrimination Against Women (CEDAW)	Prepare a radio script, produce and present a 15-minute programme on any issue affecting the child	Write a publishable story. observation and findings from the opinion poll	Sample posters Sample fliers
	2.7 Explain the implication of violating child rights laws	Explain the implication of violating child rights laws			Prepare a radio script, produce and present a 15-minute programme on any	
	2.8 Explain the right to report child abuse			produce a mini-		

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		Explain the right to report child abuse	-Child Rights Monitoring Reports -Internet Multiple Indicator Cluster Survey	documentary on any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child	issue affecting the child Produce a mini-documentary on any issue affecting the child Design an advocacy material on social or transit media for any issue affecting the child	

General Objective 3.0: Know the Factors responsible for the development of 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 development stages of a child Explain the factors responsible for the development of a child Explain the effect of slow development of a child	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 promotion of Child Rights

12-13	4.1 Define Media 4.2 Explain types of media 4.3 Explain the importance of media in the society 4.4 Explain the role of media in promoting children's right 4.5 Explain the responsibilities of media in the protection of child rights	Explain Media Explain types of media Explain the importance of media in the society Explain the role of media in promoting children's right Explain the responsibilities of	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 *rights-based* approach on all the causes of the abridgment of these rights	Guide students to: 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 rights-based approach on all the causes of the abridgment of these rights	Posters Pictorials Video clips Sample scripts Sample story

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	4.6 Explain the *rights-based* approach to reporting as the responsibilities in the pursuit of a child's rights	media in the protection of child rights Explain the *rights-based* approach to reporting as the responsibilities in the pursuit of a child's rights				
General Objective 5.0: Know human rights and human rights-based organizations.						
14-15	5.1 Define Human Rights 5.2 Explain Human Rights Organisations 5.3 List the types of Human Rights Organisations in Nigeria 5.4 Explain the scope and functions of Rights-Focused Organisations 5.5 Explain the role of media in the promotion of Human Rights	Explain Human Rights Explain Human Rights Organisations List the types of Human Rights Organisations in Nigeria Explain the scope and functions of Rights-Focused Organisations	Textbooks Journals Computer Projector Marker board Internet	Visit to the offices or project sites of three human-rights focused organisations, (a governmental organisation, a local NGO, and an international organisation). Write a report on the visit Carryout Human rights advocacy	Guide students to: Visit the offices or project sites of human-rights focused organisations,(a governmental organisation, a local NGO, or an international organization). write a report on the visit. Carryout human rights advocacy	Posters Pictorials Video clips

	5.6 Explain the role of media in promoting the activities of Human Rights organizations 5.7 Explain the role of a reporter as a Human Rights advocate	Explain the role of media in the promotion of Human Rights Explain the role of media in promoting the activities of Human Rights organizations			

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 with the knowledge and skills of effective speech communication		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 1.0 Know the classical theory of rhetoric's 2.0 Know speech process 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 9.0 Know the principles of effective speech delivery		

PROGRAMME: **NATIONAL DIPLOMA (ND) MASS COMMUNICATION**

COURSE: Speech Communication	**COURSE CODE**: MAC 222		Contact Hours: 2Hours
	Credit Unit: 2		Theoretical: 1 Hour/week
Year: II Semester: II			
	Pre-requisite:		Practical: 1 Hour/week

COURSE SPECIFICATION: THEORETICAL AND PRACTICAL

GOAL: This course is designed to acquaint the student with the knowledge and skills of effective speech communication

General Objective 1.0: Know the classical theory of rhetoric

THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Define rhetoric	Explain rhetoric	Textbooks Journals Computer Internet Projector			
	1.2 Explain the sophist theory	Explain the sophist theory				
	1.3 Explain the "knowledge is eloquent" theory	Explain the "knowledge is eloquent" theory				
	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 Objective 2.0: Know speech process						
3-4	2.1 Explain oral Communication	Enumerate oral communication steps, speech development	Textbooks Journals Computer Internet			
	2.2 Explain the steps					

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	in speech process	Explain the steps in speech process: • Research preparation • Writing your speech • Practicing putting audio together • Handling questions and answers	Projector			

General Objective 3.0: Know audience and speaking occasion						
5-6	3.1 Explain the importance of Audience analysis 3.2 Explain how to analyze an audience: • Demographic • Psychographic • Behavioural • Culture 3.3 Explain how to analyze the occasion	Explain the importance of Audience analysis Explain how to analyze an audience: • Demographic • Psychographic • Behavioural • Culture Explain how to analyze the occasion	Textbooks Journals Computer Internet Projector			

	General Objective 4.0: Know selection of a speech subject and purpose					
7-8	4.1 Define speech 4.2 Explain types of speech 4.3 Explain how to select a speech subject that suit the occasion 4.4 Explain types of speech delivery e.g: • Written • impromptu, • extemporaneous 4.5 Explain how to develop confidence in speech delivery	Explain how to select a speech subject that suit the occasion Explain types of speech delivery e.g: • Written • impromptu, • extemporaneous Explain how to develop confidence in speech delivery	Textbooks Journals Computer Internet Projector	Deliver speech using different formats Demonstrate confidence in speech delivery	Guide students to: Deliver speech using different formats Demonstrate confidence in speech delivery	Sample Speeches Radio set Tv set Speakers Microphone
	General Objective 5.0: Understand speech organization and composition					
9-10	5.1 Explain types of speech composition 5.2 Explain how to effectively introduce a speech 5.3 Explain the sequence of an effective speech 5.4 Explain the value of an effective	Explain types of speech composition Explain how to effectively introduce a speech Explain the sequence of an effective speech	Textbooks Journals Computer Internet Projector	Demonstrate effective intro, sequencing and conclusion in a speech	Guide students to demonstrate effective intro, sequencing and conclusion in a speech	Sample Speeches Radio set TV set Speakers Microphone

	introduction and conclusion					
General Objective 6.0: Know the basic sound of speech						
11	6.1 Explain consonant sound 6.2 Explain vowel sound 6.3 Explain diphthongs 6.4 Explain the phenomena of English language	Explain consonant sound Explain vowel sound Explain diphthongs Explain the phenomena of English language	Textbooks Journals Computer Internet Projector	Write symbols from sound Produce sound from symbols	Guide students to: Write symbols from sound Produce sound from symbols	Sample speech Microphone
General Objective 7.0: Know how to pronounce correctly						
12	7.1 Explain the received pronunciation model	Explain the received pronunciation model	Textbooks Journals Computer Internet Projector	Pronounce smoothly without hesitation Use tone of the voice correctly Use melody in speech appropriately Stress word correctly Pronounce words and sentences using proper inflection	Guide students to: Pronounce smoothly without hesitation Use tone of the voice correctly Use melody in speech appropriately Stress word correctly Pronounce words and sentence using proper	Audio devices Dictionary Internet
General Objective 8.0: the development effective speaking voice						
13-14	8.1 Explain the requisites for an effective speaking voice	Explain the requisites for an effective speaking voice	Radio Cassette player set	Evaluate voice delivery Use variety in vocalUtterances	Listen to students" delivery revaluate vocalization	

	8.2 Explain how to vary thevoice 8.3 Explain the process ofvoice development	Explain how to vary thevoice Explain the process ofvoice development		Use acceptable pronunciation		
General Objective 9.0: Know the principles of effective delivery						
15	9.1 Explain proper stage conduct • eye-contact, • gesticulation • articulation • enunciation etc. 9.2 Analyze at least five great speeches of history 9.3 Highlight the merits of the speeches analyzed	Explain proper stage conduct • eye-contact, • gesticulation • articulatio • enunciation etc. Analyze at least five great speeches of history Highlight the merits of the speeches analyzed	Textbooks Copies of speeches of history	Raise panel of judges Organize speech occasions,and observe student's performance Listen to speeches	Guide students to: Organize speech occasions,and 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 COMMUNICATION		
COURSE TITLE: Newspaper and Magazine Production	Course Code: MAC 223	Contact Hours: 3
	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		

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Newspaper and Magazine Production	**COURSE CODE**: MAC 223				Contact Hours: 3	
	Credit Unit: 3				Theoretical: 2	
Year: II Semester: II	Pre-requisite:				Practical: 1	
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL						
GOAL: This course is designed to acquaint the student with the knowledge and skills of newspaper and magazine production						
GENERAL OBJECTIVE 1.0: Understand the history of newspaper publications						
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 1.2 Trace the history of newspaper publications in Nigeria 1.3 Explain the classification of newspaper 1.4 Explain the roles of newspaper publications in media and communication 1.5 Explain the content of a newspaper	Define Newspaper Discuss the history of newspaper publications in Nigeria Explain the classification of newspaper Explain the roles of newspaper publications in media and communication Discuss the content of a newspaper	Textbooks Journals Projector Computer Marker Marker Board	Identify the classifications of newspapers Identify the content of newspaper publications	Guide student to identify the classifications of newspapers Identify the content of newspaper publications	Internet Computer Newspapers Websites Digital audio recorder Cable TV TV set Radio Set Newspaper Magazines Newsletters Thesaurus Dictionaries

Week	Specific Learning Outcome	Teacher Activities	Learning Resources	Specific Learning Outcome	Teacher Activities	Learning Resources
	1.6 Explain the functions of the contents of the newspapers	Explain the functions of the contents of the newspapers				

General Objective 2.0: Know the structure of a newspaper organisation

Week						
3-4	2.1 Explain the organizational structure of a newspaper 2.2 List the personnel involved in newspaper production 2.3 Explain the roles of the personnel listed in 2.2 2.4 Explain the sources of revenue for newspaper publications	Explain the organizational structure of a newspaper List the personnel involved in newspaper production Explain the roles of the personnel listed in 2.2 Explain the sources of revenue for newspaper publications	Textbooks Journals Projector Computer Marker Marker Board	Visit newspaper organisation Draw the organizational structure of a newspaper publication Demonstrate roles of personnel in newspaper production	Guide students to: Visit newspaper organisation Draw the organizational structure of a newspaper publication Demonstrate roles of personnel in newspaper production	Sample Organogram of newspaper publications Computer Internet Newspaper Websites Digital audio recorder Software Printer Cable TV TV set Radio Set Newspaper Magazines Newsletters Thesaurus Dictionaries

GENERAL OBJECTIVE 3.0: Understand the history of magazine publications

| 5-6 | 3.1 Define magazine

3.2 Trace the history of magazine publications in Nigeria

3.3 Explain the classification of magazine publications | Define magazine

Discuss the history of magazine publications in Nigeria

Discuss the | Textbooks Journals Projector Computer Marker Marker Board | Visit magazine organisation

Draw the organizational structure of a magazine publication | Guide students to visit magazine organisation

Draw the organizational structure of a magazine | Sample Organogram of magazine publications Magazine Websites Digital audio recorder |

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	3.4 Explain the roles of magazine publications 3.5 Explain the content of magazine publication 3.6 Explain the functions of contents of magazine publication	classification of magazine publications Explain the roles of magazine publications Explain the content of magazine publication Explain the functions of contents of magazine publication		Demonstrate roles of personnel in magazine production	publication Demonstrate roles of personnel in magazine production	Desktop Software Printer Cable TV TV set Radio Set Newspaper Magazines Newsletters Scanner Printer Thesaurus Dictionaries
General Objective 4.0: Know the structure of a magazine organisation						
7	4.1 Explain the organizational structure of a magazine publication 4.2 List the personnel involved in magazine production 4.3 Explain the roles of the personnel listed in 2.2 4.4 Explain the sources of revenue for magazine publications	Explain the organizational structure of a magazine publication Explain the personnel involved in Magazine production Explain the roles of the personnel listed in 2.2 Explain the sources of revenue for magazine publications	Textbooks Journals Projector Computer Marker Marker Board	Visit magazine organisation Draw the organizational structure of a magazine organisation Demonstrate roles of personnel in newspaper production	Guide student to: Visit newspaper organisation Draw the organizational structure of a magazine organisation Demonstrate roles of personnel in newspaper production	Sample Organogram of magazine publications Magazine Computer Internet Magazines Websites
General Objective 5.0: Know copy editing and page planning in newspaper and magazine production						
8-9	5.1Define copy	Explain copy editing	Textbooks Journals	Edit a copy	Guide student to: Edit a copy	Dummy Internet

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	5.2 Explain copy editing 5.3 Explain photo editing 5.4 Explain unit count and copy fitting 5.5 Explain page planning 5.6 Explain typography and typesetting 5.7 Explain proofreading 5.8 Explain elements of a newspaper page 5.9 Explain elements of a newspaper page 5.10 Explain elements of newspaper design and layout	Explain photo editing Explain unit count and copy fitting Explain page planning Explain typography and typesetting Explain proofreading Explain elements of a newspaper page Explain elements of newspaper design and layout	Projector Computer Newspapers	Edit a picture Proof read a story Identify elements of a newspaper page Plan a page Identify elements of design and layout for: • Newspaper • magazine Design a layout for: • newspaper • magazine	Edit a picture Proofread a story Identify elements of a newspaper page Plan a page Identify elements of design and layout for: • Newspaper • magazine Design a layout for: • newspaper • magazine	Computer Software Newspaper Magazines Newsletters Scanner Printer Thesaurus Dictionaries
General Objective 6.0: Know techniques in newspaper and magazine production in an era of ICT					
10-11	6.1Explain web off set (lithography) 6.2 Explain colour separation 6.3 Explain gravure printing 6.4 Explain paste up	Explain web off set (lithography) Explain colour separation Explain gravure printing Explain paste up	Textbooks Journals Projector Computer Newspapers	Visit to printing press Observe production process of newspaper or magazine publication Identify the method used in printing newspaper/magazine	Guide student to: Visit printing press Observe production process of newspaper or magazine publication	Internet Computer Software Newspaper Magazines Newsletters Scanner Printer Thesaurus Dictionaries

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	6.5 Explain filming 6.6 Explain plate making 6.7 Explain printing	Explain filming Explain plate making Explain printing		Identify the stages of newspaper production Produce a newspaper or magazine	Identify the method used in printing newspaper/magazine Identify the stages of newspaper production Produce a newspaper or magazine	

General Objective 7.0: Understand Newspaper and magazine circulation and marketing

12	7.1 Define circulation in newspaper and magazine publications 7.2 Explain importance of circulation to the newspaper and magazine business 7.3 Explain the marketing process of newspapers and magazines publications 7.4 Explain challenges of newspaper circulation in Nigeria	Define circulation in newspaper and magazine publications Explain importance of circulation to the newspaper and magazine business Explain the marketing process of newspapers and magazines publications Explain challenges of newspaper circulation in Nigeria	Textbooks Journals Projector Computer Newspapers	Circulate produced newspaper/magazine	Guide students to circulate produced newspaper/magazine	Computer Internet Software Newspaper Magazines Newsletters

General Objective 8.0: Understand the effects of technology on newspapers and magazine publications

13-14	8.1 Explain the technological advancement in newspaper and magazine production	Discuss the technological advancement in	Textbooks Journals Projector			

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

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		

GENERAL OBJECTIVES: On completion of this course, the students should be able to:
    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
	Credit Unit: 2		Theoretical: 1Hour/week
Year: II Semester: II			
	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

	THEORETICAL CONTENT			PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-2	1.1 Explain audience 1.2 Explain types of audience 1.3 Explain the characteristics of the audience 1.4 Explain audience research in broadcast production 1.6 Explain types of audience research in broadcast production 1.7 Explain the linkage(s) between audience research and broadcast production.	Explain audience Explain types of audience Explain the characteristics of the audience Explain audience research in broadcast production Explain types of audience research in broadcast production Explain the linkage(s) between audience research and broadcast production.	Books Journals Internet Marker Projector Marker Board Computer	Identify types of audience Identify characteristics of audience Identify types of audience research in broadcast production Carry out audience research for a broadcast production	Guide students to: Identify types of audience Identify characteristics of audience Identify types of audience research in broadcast production Carry out audience research for a broadcast production	Radio set Computer Microphone Audio Mixer Sound card Sample Radio Stations programmes schedule

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NATIONAL BOARD FOR TECHNICAL EDUCATION

	1.8 Explain how to conduct audience broadcast research	Explain how to conduct audience broadcast research				
General Objective 2.0: Know radio programmes production and presentation						
3-7	2.1 Explain how to generate a programme idea for radio broadcast production	Explain how to generate a programme idea for radio broadcast production	Books Journals Internet Marker Projector Marker Board Computer	Generate programme idea for radio production	Guide students to: Generate programme idea for radio production	Radio studio Microphones Audio Mixers
	2.2 Explain the audience of a radio programme production	Explain the audience of a radio programme production		Identify audience of a radio programme	identify audience of a radio programme	Vison mixers
	2.3 Explain the elements of radio production	Explain the elements of radio production		Prepare script for radio production	Prepare script for radio production	Sample scripts
	2.4 Explain the limitations of radio production	Explain the limitations of radio production		Set up a radio production team	Set up a radio production team	Organogram of a radio station
	2.5 Explain how to hunt for talents for radio production	Explain how to hunt for talents for radio production		Demonstrate role of a production team member	Demonstrate role of a production team member	Organogram of a production team
	2.6 Explain factors guiding radio production	Explain factors guiding radio production		Produce a radio programme using a format.	Produce a radio programme using a format.	Satellite radio
		Explain a radio script				Sample Programme schedule
	2.7 Explain a radio script 2.8 Explain how to prepare a radio production script	Explain how to prepare a radio production script		Edit a radio programme- Demonstrate how to insert mix sound	Edit a radio programme-	Hard Drive
	2.9 Explain radio	Explain radio programme production		Demonstrate how to	Demonstrate how to	Storage

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

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	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 television programme production and presentation					
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	Books Journals Internet Marker Projector Marker Board Computer	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

	3.4 Explain the limitations of television production	of television production		Set up a television production crew	Set up a television production crew	Drone
						Organogram of a TV station
	3.5 Explain how to hunt for talents for television production	Explain how to hunt for talents for television production		Demonstrate role of a production crew member	Demonstrate role of a production crew member	
	3.6 Explain factors guiding television production	Explain factors guiding television production				Organogram of a production team
	3.7 Explain a television script	Explain a television script		Produce a radio programme using a format.	Produce a radio programme using a format.	Sample Programme schedule
	3.8 Explain how to prepare a television production script	Explain how to prepare a television production script		Edit a radio programme-	Edit a radio programme-	Hard Drive
	3.9 Explain television programme production process	Explain television programme production process		Present a television programme using any format:	Present a television programme using any format:	Storage Devices
	3.10 Explain resource mobilisations for television production	Explain resource mobilisations for television production		• News • Talk show • Interviews • Sports	• News • Talk show • Interviews	Digital Audio Recorder
	3.11 Explain how to hunt for talents for television production	Explain how to hunt for talents for television production		• Entertainment • Special programme, etc	• Sports • Entertainment • Special programme, etc	Smartphones Lights
	3.12 Explain budgeting for television production	Explain budgeting for television production		Direct a television programme	Direct a television programme	Teleprompter Headset
	3.13 Explain the production crew for	Explain the production crew for television programming Explain the functions of		Demonstrate how to archive television	Demonstrate how to archive television	Headset with talkback Editing Software

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television programming 3.14 Explain the functions of production team members in television production 3.15 Explain how to edit television programme 3.16 Explain how to insert special effects in television programmes production 3.17 Explain presentation 3.18 Explain television programme presentation 3.19 Explain techniques of television programme presentation 3.20 Explain the skills of a television programme presenter 3.21 Explain directing in television programme presentation. 3.22 Explain factors guiding directing television production	production team members in television production Explain how to edit television programme Explain how to insert special effects in television programmes production Explain presentation Explain television programme presentation Explain techniques of television programme presentation Explain the skills of a television programme presenter Explain directing in television programme presentation. Explain factors guiding directing television production	production Demonstrate how to retrieve a television production	production Demonstrate how to retrieve a television production	Laptop

General Objective 4.0: Know outside broadcast production and streaming					
13-14	4.1 Explain Outside Broadcast

4.2 Explain the facilities required for outside broadcast production

4.3 Explain the challenges of Outside broadcast production

4.4 Explain the importance of research in outside broadcast production

4.5 Explain the procedure for outside broadcast production

4.6 Explain the types of programmes for Outside Broadcast:
- news
- sport
- Ceremonials

4.7 Explain Transmission in Broadcasting

4.8 Explain the difference between: | Explain Outside Broadcast

Explain the facilities required for outside broadcast production

Explain the challenges of Outside broadcast production

Explain the importance of research in outside broadcast production

Explain the procedure for outside broadcast production

Explain the types programmes for Outside Broadcast:
- news
- sport
- Ceremonials

Explain Transmission in Broadcasting

Explain the difference between:
- live transmission
- delayed | Books
Journals
Internet
Marker
Projector
Marker Board
Computer | Visit a radio station.

Visit a TV station

Identify facilities for outside broadcast production.

Demonstrate the procedure for outside broadcast production

Demonstrate outside broadcast production

Identify electronic news gathering equipment

Produce a:
- Radio programme
- TV programme

Stream a:
- Radio programme
- TV programme | Organise students visits to:
Radio station
TV station

Guide students to:
Identify facilities for outside broadcast production.

Demonstrate the procedure for outside broadcast production

Demonstrate outside broadcast production

Identify electronic news gathering equipment

Produce a :
- Radio programme
- TV programme

Stream a:
- Radio programme
- TV programme | Drone
Digital Audio recorder
Digital Video recorder
Camera
Microphones
Audio-Mixer
Vision-mixer |

	• live transmission • delayed transmission 4.9 Explain Electronic New Gathering equipment 4.10 Explain streaming 4.11 Explain how to stream radio broadcast production 4.12 Explain how to stream television broadcast production 4.13 Explain new trends in broadcast production	transmission Explain Electronic New Gathering equipment Explain streaming Explain how to stream radio broadcast production Explain how to stream television broadcast production 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		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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		

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: MAC 216			Practical: 1	
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						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define Law 1.2 Explain the Characteristics of Law 1.3 Explain the sources of law 1.4 Explain factors that influence law enactment 1.5 Explain how Law influences: • content research and development • production and presentation of media content	Define Law Explain the Characteristics of Law Discuss the sources of law Explain factors that influence law enactment Explain how Law influences: • content research and development • production and presentation of media content	Textbooks Journals Law reports Marker Markerboard Projector Computer			

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	• professional practice 1.6 Explain the Nigerian Legal System 1.7 Explain the Characteristics of Nigerian legal system Explain the three broad division of Nigerian law: • contracts • torts • contents.	• professional practice Explain the Nigerian Legal System Explain the Characteristics of Nigerian legal system Explain the three broad division of Nigerian law: • contracts • torts • contents.				
General Objective 2.0: Know the concept of media law						
4	2.1 Define media law 2.2 Explain the sources of media law 2.3 Highlight the characteristics of media law 2.4 Explain the relevance of media law	Define media law Discuss the sources of media law Explain the characteristics of media law Explain the relevance of media law	Textbooks Journals Law reports Marker Markerboard Projector Computer			
General Objective 3.0: Know defamation in media and communication law						

5-6	3.1 Define Defamation 3.2 Explain third party factor of Defamation. 3.3 Explain types of Defamation 3.4 Explain the elements of defamation 3.5 Explain Defamation and Press Conference 3.6 Explain Defamation & Vulgar Abuse 3.7 Explain Defenses against defamation: • Fair comment • Rolls of plea • Public interest • Privilege	Define Defamation Explain third party factor of Defamation. Explain types of Defamation Explain the elements of defamation Explain Defamation and Press Conference Explain Defamation & Vulgar Abuse Explain Defences against defamation	Textbooks Journals Law reports Marker Markerboard Projector Computer	Identify types of defamation Distinguish libel from slander Identify defences against defamation	Guide students to: Identify types of defamation Distinguish libel from slander Identify defences against defamation	Court Proceedings Judicial Reports Law reports Constitution Gazettes Internet Computer
General Objective 4.0: Know contempt in media and communication law						
7-8	4.1 Define Contempt 4.2 Explain contempt of court 4.3 Explain the purpose of contempt 4.4 Explain types of contempt	Define Contempt 4Explain contempt of court Explain the purpose of contempt Discuss types of	Textbooks Journals Law reports Marker Markerboard Projector Computer	Visit a court Observe court proceedings Identify types of contempt of court Demonstrate the	Guide students to: Visit a court Observe court proceedings Identify types of contempt of court	Court Proceedings Judicial Reports Law reports Constitution Gazettes Internet Computer

	4.4 Explain laws of contempt in Nigeria 4.5 Identify the law restricting reporting of pending cases in courts 4.6 Explain Contempt under the criminal Code 4.7 Explain sanctions that may be imposed by the court 4.8 Explain grounds on which court may pardon contempt of court	contempt Highlight the laws of contempt in Nigeria Discuss the law restricting reporting of pending cases in courts Explain Contempt under the criminal Code Explain sanctions that may be imposed by the court Discuss grounds on which court may pardon contempt of court		restrictions on taking of photographs in court. Identify cases of contempt of court in Nigeria	Demonstrate the restrictions on taking of photographs in court. Identify cases of contempt of court in Nigeria	
General Objective 5. 0: Know copyright in media and communication law						
9-10	5.1 Define Copyright 5.2 Explain copyright in: • news, • title, • nom de plume etc. 5.3 Explain the purpose of Copyright Law	Define Copyright Explain copyright in: • news, • title, • nom de plume etc. Explain the purpose	Textbooks Journals Law reports Marker Markerboard Projector Computer	Identify copyright cases in Nigeria Identify requirement for copyright to exist in a work	Guide students to: Identify copyright cases in Nigeria Identify requirement for copyright to exist in a work	Court Proceedings Judicial Reports Law reports Constitution Gazettes Internet Computer Internet

		of Copyright Law				
	5.4 Explain works eligible for copyright	Explain works eligible for copyright				
	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 copyright: • Period of ownership • Transfer of ownership	Duration of copyright: • Period of ownership • Transfer of ownership				
	5.10 Explain Defences of copyright infringement	Explain Defences of copyright infringement				
General Objective 6.0: Understand the law of sedition					
11	6.1 Define sedition 6.2 Explain the law of sedition in Nigeria	Define sedition Explain the law of sedition in Nigeria	Textbooks Journals Law reports Marker Markerboard	Identify ground for criminal libel	Guide students to identify ground for criminal libel	Court Proceedings Judicial Reports Law reports Constitution Gazettes

	6. 3 Explain criminal libel 6 .4. Explain cases of sedition that has happened in Nigeria	Explain criminal libel Discuss cases of sedition that has happened in Nigeria	Projector Computer			Internet Computer
General Objective 7.0: Know the restrictions on invasion of privacy						
12-13	7.1 Define privacy 7.2 Define Snooping 7.3 Describe some offences that can arise from snooping 7.4 Explain situations in which invasion of privacy may be justified 7.5 Explain cases of invasion of privacy in Nigeria	Define privacy Explain Snooping Describe some offences that can arise from snooping Explain situations in which invasion of privacy may be justified Discuss cases of invasion of privacy in Nigeria	Textbooks Journals Law reports Marker Marker board Projector Computer	Identify invasion of privacy Justify of invasion of privacy	Guide students to: Identify invasion of privacy Justify of invasion of privacy	Constitution Court Proceedings Judicial Reports Law reports Constitution Gazettes Internet Computer

General Objective 8.0: Know the FOI Law and Cybercrime law					
14-15	81 Define FOI Law

8.2 Explain the provisions of FOI Law

8.3 Explain the provisions Official Secrets Act

8.3 Define Cybercrime

8.4. Explain cybercrime prohibition and prevention law

8.5 Explain the following terms:
- Cyber bullying
- Cyber stalking
- Phishing
- Cyber terrorism | Explain FOI law

Discuss the provisions of FOI Law

Discuss the provisions of Official Secrets Act

Explain Cybercrime

Discuss cybercrime prohibition and prevention law

Explain the following terms:
- Cyberbullying
- Cyberstalking
- Phishing
- Cyber terrorism | Textbooks
Journals
Law reports
Marker
Markerboard
Projector
Computer | Identify the provisions of FOI Act

Identify cases of:
- Cyber bullying
- Cyber stalking and;
- Phishing in Nigeria | Guide students to:
Identify the provisions of FOI Act

Identify cases of:
- Cyber bullying
- Cyber stalking and;
- Phishing in Nigeria | Constitution
Law reports
Court Proceedings
Judicial Reports
Law reports
Constitution
Gazettes
Internet
Computer |

EVALUATION: CA 40%
EXAMINATION: 60%

Investigative and Interpretative Reporting

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION		
COURSE TITLE: Investigative and Interpretative Reporting	Course Code: MAC 226	Contact Hours: 3
	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		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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		

PROGRAMME: NATIONAL DIPLOMA MASS COMMUNICATION						
COURSE TITLE: Investigative and Interpretative Reporting		**COURSE CODE**: MAC 226			Contact Hours: 3	
		Credit Unit: 3			Theoretical: 1	
Year: II Semester: II		Pre-requisite:			Practical: 2	
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL						
GOAL: This course is designed to equip the student with the skills and techniques of investigative and interpretative reporting						
GENERAL OBJECTIVE: Understand investigative reporting						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Define investigative reporting 1.2 Explain characteristics of investigative reporting 1.3 Explain elements of investigative reporting 1.4 Explain functions of investigative reporting in society 1.5 Explain the investigative reporter	Explain investigative reporting Explain characteristics of investigative reporting Explain elements of investigative reporting Explain functions of investigative reporting in society Explain investigative reporter Explain the qualities of an investigative reporter	Textbook Journals Computer Projector Marker Marker board	Identify the characteristics of investigative reporting Demonstrate qualities of an investigative reporter Identify issues that require investigation Identify the hazards of investigative reporting	Guide students to: Identify the characteristics of investigative reporting Demonstrate qualities of an investigative reporter Identify issues that require investigation Identify the hazards of investigative reporting	Digital audio recorder Computer Software Newspaper Magazines Newsletters Thesaurus Dictionaries Reporters Notepad Internet

	1.6 Explain the qualities of an investigative reporter 1.7 Explain the issues that require investigation 1.8 Explain the hazards of investigative reporting 1.9 Explain strategies to overcome the hazards of investigative reporting	Explain the issues that require investigation Explain the hazards of investigative reporting Explain strategies to overcome the hazards of investigative reporting				
General Objective 2.0: Know investigation in journalism						
4-7	2.1 Explain the steps needed in the process of investigation 2.2 Explain the role of groundwork research in investigative reports 2.3 Explain the role of constituted authorities and regulatory agencies in investigative reporting 2.4 Explain the importance of fact checking in investigative reporting	Explain the steps needed in the process of investigation Explain the role of groundwork research in investigative reports Explain the role of constituted authorities and regulatory agencies in investigative reporting Explain the importance of fact checking in investigative reporting	Textbook Journals Computer Projector Marker Marker board	Identify steps in conducting investigation Conduct an investigation	Guide students to: Identify steps in conducting investigation Conduct an investigation	Digital audio recorder Computer Software Newspaper Magazines Newsletters Thesaurus Dictionaries Reporters Notepad Internet

General Objective 3.0: Know investigative report writing					
8-10	3.1 Explain various sources of investigative reports 3.2 Explain the structure of an investigative report	Explain various sources of investigative reports Explain the structure of an investigative report	Textbook Journals Computer Projector Marker Marker board	Identify source of investigative reporting 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
General Objective 4.0: Understand interpretative reporting					
11-12	4.1 Define interpretative reporting 4.2 Explain characteristics of interpretative reporting 4.3 Explain functions of interpretative reporting 4.4 Explain the issues, events and situations that need interpretation 4.5 Explain factors that affect interpretation of news stories by journalists	Explain interpretative reporting Explain characteristics of interpretative reporting Explain functions of interpretative reporting Explain the issues, events and situations that need interpretation Explain factors that affect interpretation of	Textbook Journals Computer Projector Marker Marker board	Identify characteristics of interpretative reporting Identify issues, events and situations that require interpretation Identify factors that affect interpretation of news stories by journalists	Guide students to: Identify characteristics of interpretative reporting Identify issues, events and situations that require interpretation Identify factors that affect interpretation of news stories by journalists	Sample interpretative report Digital audio recorder Computer Software Newspaper Magazines Newsletters Thesaurus Dictionaries Reporters Notepad Internet

		news stories by journalists				

General Objective 5.0: Know interpretative report writing

13-14	5.1 Explain the steps required in the process of interpretation 5.2 Explain types of news interpretation 5.3 Explain the process of writing an interpretative report	Explain the steps required in the process of interpretation Explain types of news interpretation Explain the process of writing an interpretative report	Textbook Journals Computer Projector Marker Marker board	Gather information for interpretative report Write an interpretative report	Guide student to: Gather information for interpretative report Write an interpretative report	Sample interpretative reports Digital audio recorder Computer Software Newspaper Magazines Newsletters Thesaurus Dictionaries Reporters Notepad Internet

General Objective 6.0: Understand the legal and ethical issues to investigative and investigative reporting

15	6.1 Explain the legal issues to investigative and interpretative reporting 6.2 Explain the ethical issues to investigative and interpretative reporting 6.3 Explain 'undercover reporting'	Explain the legal issues to investigative and interpretative reporting Explain the ethical issues to investigative and interpretative reporting Explain 'undercover reporting' in	Textbook Journals Computer Projector Marker Marker board	Use case study to analyse legal issues in investigative and interpretative reporting Use case study to analyse ethical issues in investigative and interpretative reporting. Demonstrate undercover reporting	Guide students to use case study to analyse: • legal issues in investigative and interpretative reporting • ethical issues in investigative and interpretative reporting Demonstrate undercover reporting	Code of Ethics NBC Code NPC Code Constitution Case study Internet Computer

		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
	Credit Unit: 2	Theoretical: 2 Hours/week
Year: II Semester: II		
	Pre-requisite:	Practical:
GOAL: The course is designed to expose students to the role of media in deepening democracy and good governance		
GENERAL OBJECTIVES: On completion of this course, the students should be able to: 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		

PROGRAMME: NATIONAL DIPLOMA (ND) MASS COMMUNICATION						
COURSE: Media, Democracy and Governance	COURSE CODE: MAC 227			Contact Hours: Hours 2		
	Credit Unit: 2			Theoretical: 2 Hours/week		
Year: II Semester: II						
	Pre-requisite:			Practical:		
COURSE SPECIFICATION: THEORETICAL AND PRACTICAL						
GOAL: The course is designed to expose students to the role of the Media in deepening democracy and good governance						
General Objective 1.0: Understand the concept of democracy						
THEORETICAL CONTENT				PRACTICAL CONTENT		
Week	Specific Learning Outcome	Teacher's Activities	Resources	Specific Learning Outcome	Teacher's Activities	Resources
1-3	1.1 Explain political system 1.2 Define democracy 1.3 Explain types of democracy 1.4 Explain the elements of democracy 1.5 Explain Nigeria political system	Explain political system Explain democracy Explain types of democracy. Explain the elements of democracy Explain Nigeria political system	Textbooks Journals Computer Projector Internet			
General Objective 2.0: Understand the concept of good governance						
4-7	2.1 Define governance 2.2 Explain the dimensions of governance. 2.3 Explain governance in	Explain governance Explain the dimensions of governance. Explain governance in	Textbooks Journals Computer Projector Internet			

	Nigeria 2.4 Define good governance 2.5 Explain the principles of good governance. 2.6 Differentiate governance from good governance 2.7 Explain the benefits of good governance 2.8 Explain the function of institutions of good governance: • Arms of Government • Civil societies • NGOs • Political parties • IGOs • Media 2.9 Explain role of media in the sustainability of good governance	Nigeria Explain good governance Explain the principles of good governance. Differentiate governance from good governance Explain the benefits of good governance Explain the function of institutions of good governance: • Arms of Government • Civil societies • NGOs • Political parties • IGOs • Media Explain role of media in the sustainability of good governance			

General Objective 3.0: Understand the roles of international institutions in promoting 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.			
	3.3 Explain the challenges facing these international institutions in promoting democracy and good governance	Explain the challenges facing these international institutions in promoting democracy and good governance			
	3.4 Explain the activities of these institutions in Nigeria				
General Objective 4.0: Understand role of the media in promoting democracy and 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		

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

		Nigeria since 1999				

PRACTICAL GUIDE

S/N	COURSE	PRACTICALS	RESOURCES
1.	**MAC 111** Media Writing and Style I	1. Identify types of media writing 2. Write radio scripts 3. Write television scripts 4. Write an advertising copy 5. Proofread a script and a text 6. Edit a script and a text	Computer Digital Audio recorder Editing software Internet Proof reading software 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 Application for Media and Communication	1. Classify computers based on size, purpose and operation Illustrate anatomy ofcomputers 2. Illustrate a block diagram of CPU 3. Identify input, output and storage devices 4. Identify computer hardware 5. Identify different software packages commonly used in media and communication the tools in a Word 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 in real-time using word processing document 10. Demonstrate production of professional looking film script 11. Identify the componentsof a web browser	Computer Computer accessories, Printers, Laptop Software packages Internet Multimedia projector Storage devices Headphones/Air piece

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

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

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

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

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

| 8. | **MAC 125**

News Writing and Reporting II | 1. Identify of different news beat

2. Observe news event in assigned beat on campus

3. Write news story on assigned beats

4. Use AP Style to write:
  • Headline
  • Dates
  • Numbers

5. Edit a new material using AP Style guide book
6. Cast Headlines for different stories
7. Identify research methods in news reporting
8. Conduct an interview
9. Transcribe interview
10. Write a news stories on interview conducted
11. Conduct a vox-populi
12. Write news stories on the vox-populi conducted
13. Visit:
  • Courts
  • Marketplace
  • Government offices
  • Local Assemblies

14. Attend:
  • Government functions
  • Meetings/convention
  • Sport events
  • Political events
  • Social /media events | Digital Audio Recorders
Digital Video cameras
Reporter'sNotebook
Newspapers
Magazines
Internet
AP Style Book
Dictionaries
Thesaurus
Computer
Smartphones
Microphones
Headphones
Camera
Sample new stories on:
  • Personalities
  • Celebrities
  • meetings/conventions
  • speeches
  • Disasters
  • Crime
  • Sports
  • Courts
  • civil
  • elections,
  • Public affairs (local, state, national, international.
Pictorials
Video clips
Audio clips
Newsroom
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 • 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** Principles of Public Relations	1. Cut out speeches, news release and press releases from newspapers, magazines and websites 2. Analyze speeches/news/press releases. 3. Prepare a press kit/fact sheet 4. Generate social media post 5. Conduct research in public relations 6. Conduct opinion poll 7. Conduct a stakeholder analysis 8. Analyze public relations brief	Audio -recorder Audio-visual recorder Computer Laptop Magazine Multimedia Projector Newspapers Organogram of a PR firm Press Releases Printer

		9. Design public relations material for a product/brand
		
		10. Produce a PR material for any brand/organization:
		    • Poster
		    • Flyer
		    • Press release, etc
		11. Visit a PR firm
		12. Setup a PR firm
		13. Role play in a PR firm
		14. Use case study
			Projector
			Radio set
			Sample brief
			Sample case study
			Sample jingles
			Sample posters
			Sample PR copy
			Sample Press release
			Sample Speeches
			Social media handles
			Storage devices
			TV set
			Websites

10.	**MAC 212** Research Methods in Media and Communication	1. Identify terminologies in media and communication research 2. Identify research methods 3. Carry out research using the methods identified 4. Identify sampling techniques 5. Use the selected technique to a draw sample 6. Identify types of data 7. Identify sources of data 8. Use data collection techniques to conduct research 9. Use statistical tools to present data 10. Write research report	APA style Book Computer Internet Research project Sample project/sample report Software Street Directories
11.	**MAC 213** Editing and Fact Checking	1. Edit a copy 2. Cut copies from Newspaper, Magazine, Blogs, News site 3. Edit cut copies 4. Identify areas of mistakes 5. Correct areas of mistakes using editing 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	Computer Editing Software Fact checking tools Internet Newspapers and Magazine copies, Radio scripts Television scripts

12.	**MAC 214** Feature Writing	1. Identify categories of feature 2. Identify the differences between features and: • News • Editorial • Letter to the editor • Supplement 3. Identify the qualities of a good feature writer 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	Blog/News sites Computer Feature articles Internet Magazine Newspaper Websites
13.	**MAC 216** Media and Communications Ethics	1. Identify ethical issues in journalism and broadcasting. 2. Identify ethical issues advertising and public relations 3. Identify ethical issues 4. In film production 5. Visit offices of professional bodies in media and communication industry 6. Identify relevant codes of practice of professional bodies in media and communication industry. 7. Apply codes of practice of professional bodies in media and communication industry 8. Demonstrate anonymity 9. Identify the procedure for source protection 10. Demonstrate process of source protection 11. Identify guidelines for ethical decision making 12. Apply any of the guidelines for ethical decision making	ARCON Code Case studies Computer Documentaries Internet Magazine NBC Code News Bulletins Newspaper NIPR Code NPC Code

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

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

		23. Broadcast programme	
16.	**MAC 219** Foundations of Film Production	1. Identify Technological Advancements in film production 2. Generate Film Idea 3. Adapt a Story 4. Demonstrate the processes of building Characters 5. Identify the elements of a Compelling Story in a film 6. Apply techniques in the process of writing film script 7. Write realistic and engaging dialogue 8. Budget for a film hypothetically 9. Schedule a film 10. Scout film Locations 11. Cast actors 12. Hire Crew 13. Identify basic production equipment 14. Identify a film production team members 15. Identify Camera Types & Lenses 16. Frame a camera Shot 17. Operate a camera 18. Apply the rule of thirds 19. Demonstrate Camera Movements & Angles 1. Shots 2. Identify the Types of Lights 3. Demonstrate lighting in film production. 4. Identify Color Palettes, 5. Design Sets on a Location 6. Identify appropriate Props and Costumes in a film 7. Record a film Dialogue and Ambience 8. Add transitions effects to editing 9. Select footages.	A recording/mixing interface Audio-visual tutorials Boom pole Cable TV Camera Color palette Computer Costume Costume design Lighting C-stands Diffusers, Dolly Tripods Editing software Film production gears. Films Flags Gels Headphones Internet Light absorbers Light meter Lights Microphone, Post-production gadgets Projector Props Reflectors Roll up screen Sample budget Sample Films with good dialogue Sample screen play Sample Story 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
			Tripods
			Visual design;
17.	**MAC 221** Foundation of Child Rights Reporting and Advocacy	1. Visit children living in difficult circumstances (homeless children; displaced children...etc) 2. Identify aspects of Child rights denied. 3. Visit to Motor parks, Bus stations and observe the treatment and involvement of children in these places. 4. Conduct a vox populi on any issue/challenges facing the child: • unplanned pregnancy, • child labour, • child trafficking, • early marriage. 5. Write a publishable story, observation and findings from the opinion poll 6. Prepare a radio script, produce and present a 15-minute programme on any issue affecting the child 7. Produce a mini-documentary on any issue 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 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	Camera Charts Computer Digital Audio Recorder Memo Pad Microphone National Bureau of Statistics Report. National Bureau of Statistics Report. Newspaper reports. Pen Pictorials Police report Posters Sample fliers Sample posters Sample Script Sample story Video clips

		13. Prepare a story using the *rights-based* 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** Speech Communication	1. Deliver speech using different formats 2. Demonstrate confidence in speech delivery 3. Demonstrate effective intro, sequencing and conclusion in a speech 4. Write symbols from sound 5. Produce sound from symbols 6. Pronounce smoothly without hesitation 7. Use tone of the voice correctly 8. Use melody in speech appropriately 9. Stress word correctly 10. Pronounce words and sentences using proper inflection 11. Evaluate voice delivery 12. Use variety in vocalUtterances 13. Use acceptablepronunciation 14. Raise panel of judges 15. Organize speech occasions,andbserve student's performance 16. Listen to speeches	Audio devices Audio visual recording device Dictionary Internet Microphone Radio set Sample Speeches Smartphone Speakers TV set
19.	**MAC 223** Newspaper and Magazine Production	1. Identify the classifications of newspapers 2. Identify the content of newspaper publications 3. Visit newspaper organisation 4. Draw the organizational structure of a newspaper publication 5. Demonstrate roles of personnel in newspaper production 6. Visit magazine organisation	Cable TV Computer Desktop Dictionaries Digital audio recorder Dummy Internet Magazine

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		7. Draw the organizational structure of a magazine publication	Magazine
		8. Demonstrate roles of personnel in magazine production	Magazine Websites
		9. Visit magazine organisation	Newsletter
		10. Draw the organizational structure of a magazine organisation	Newspaper
		11. Demonstrate roles of personnel in newspaper production	Newspaper Websites
		12. Edit a copy	Newspapers Websites
		13. Edit a picture	Printer
		14. Proof read a story	Radio Set
		15. Identify elements of a newspaper page	Sample Organogram of magazine publications
		16. Plan a page	Sample Organogram of newspaper publications
		17. Identify elements of design and layout for:	Scanner
		• Newspaper	Software
		• magazine	Thesaurus
		18. Design a layout for:	TV set
		• newspaper	Websites
		• 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** Broadcast Production II	1. Identify types of audience	Cable TV
		2. Identify characteristics of audience	Camera
		3. Identify types of audience research in broadcast production	Computer
		4. Generate programme	Digital Audio-Mixer
		5. idea for radio production	Digital Audio Recorder
		6. identify audience of a radio programme	Digital Video recorder
			Drone

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

		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** Media and Communication Law	1. Identify types of defamation 2. Distinguish libel from slander 3. Identify Defenses against defamation 4. Visit a court 5. Observe court proceedings 6. Identify types of contempt of court 7. Demonstrate the restrictions on taking of 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 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:	Computer Constitution Court Proceedings Gazettes Internet Judicial Reports Law reports

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

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 Two table Microphone stand and 1 mic stand	3

NOTE: The Radio Studio and Control Room must be professionally illuminated, acoustically treated, air conditioned and large enough to accommodate not less than 2O 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

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

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)	
22	Industrial UPS/Solar energy	1
23	Edit Suite Video Editing with appropriate software (e.g. Adobe Premiere Pro & Adobe Audition for sound)	
24	External Hard drive (ITB).	1
25	Digital Vision mixer	1
26	Digital Audio Console (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

S/N	DESCRIPTION	QUANTITY
1.	DSLR (Digital Single Lens Reflex Camera)	8
2.	Lences:24mm-50mm zoom	1
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
		2
		3
		5

6	Tripod	2
7	Pairs of scissors	5
8	Computers with software 2 Desktop and 2 Laptop 2 Smartphones	 4 2
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

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	2
10.	Internet Access	
11.	Annual Reports, Newspapers, Magazines	
12.	Tables & Chairs	20

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