

HAVILLA UNIVERSITY NDE, IKOM
CROSS RIVER STATE, NIGERIA

FACULTY OF MANAGEMENT & SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION



B.Sc. Mass Communication
STUDENT HANDBOOK

HAVILLA UNIVERSITY NDE, IKOM

Student Handbook

Preamble

The Student Handbook is the official statement of rules and regulations guiding student conduct at Havilla University. All items contained in this book are in effect at the date of publication in September 2021. All rules, regulations, and policies are subject to change through the appropriate faculties, departments, units, offices, and legislative bodies empowered by the University Senate, the Vice-Chancellor, and the Board of Trustees of Havilla University. Any change in the items contained in the Student Handbook will be published in the appropriate departmental media. All students are responsible for acquainting themselves with the contents of the Student Handbook. If questions arise, do not hesitate to call the Dean, Student Affairs' Office for clarification and/or assistance.

Introduction to Havilla University

It has always been the dream and aspiration of the owners of Steadyflow International Limited to nurture, train and produce dedicated and committed young men and women who shall become the curators, architects and transformers of society. This dream has been inspired by the personal experiences of the owners and the impact education has made in their lives. It is also inspired by the need to give something back to society as recompense and recognition for the benefits and blessings that they have received from their communities, societies and Nigeria in general. The Chancellor of Havilla University has identified education as the single most important tool for the emancipation of the individual and for the transformation of society.

The intent of Steadyflow International, the Proprietor of Havilla University, has also manifested in its engagement in the betterment of the lives of the less-privileged in society. To further actualize the dream, the Proprietor established the Steadyflow Nursery and Primary School, Abuja in 2001, the Steadyflow International High School, Abuja in 2007 and the Steadyflow College of Education, Akparabong, Ikom in 2012. The good intentions of the Proprietor of Havilla University and the successes recorded in the provision of education at the nursery, primary, secondary, and tertiary levels have fueled the drive that led to the establishment of Havilla University as a centre of academic excellence.

On November 6, 2021, the Unveiling Ceremony of Havilla University took place under the Chairmanship of Sen. Kanu Agabi, SAN, GCON, ably represented by Sen. Victor Ndoma-Egba, SAN. During the occasion, The Chairman, Board of Trustees, Prof. Florence Banku Obi, represented by the Deputy Vice-Chancellor (Administration) of University of Calabar, performed

the Investiture ceremony of the Pioneer Vice Chancellor of Havilla University, Prof. Samuel Tita Wara. Also on that occasion, the Representative of the Chairman of the occasion laid a foundation stone for the Proposed, Sen. Kanu Agabi Faculty of Law. The Female Hostel Complex was renamed, Prof. Florence Banku Obi Hall. The final event of the Unveiling Ceremony was the celebration of the retirement of Mrs. Blessing A. O. Tangban, a Board Member of the Proprietor, Director of Education at the Steadyflow Group of Schools and wife of the Chancellor. Mrs. Tangban who went on voluntary retirement from the Petroleum Equalization Fund Management Board after twenty years of service, launched her maiden book, "The Memoirs of an African Village Girl". Proceeds from the Book Launch were used to establish a Foundation for the Education of the Indigent Child at Havilla University.

Vision

The vision of Havilla University is 'to be a leading University recognized, nationally and internationally, for promoting innovations in teaching, research and public service through its academic programmes'.

Mission

The mission of Havilla University is 'to transform the lives of its students and staff and empower them with knowledge, skills and values to enable them excel in their fields, achieve successes and transform their societies'.

Philosophy

The philosophy of the Havilla University is guided by a five-point agenda that focuses on the impact of the University on its staff and students and the world at large. These cardinal points are:

- i. **Knowledge creation** — this is rooted in the philosophy that knowledge is power. It holds the belief that learning illuminates the mind and also brightens the paths of human beings to progressive self-discovery, leading to innovative contribution to development. Knowing that ignorance is darkness and darkness leads to poverty of mind, Havilla University provides an atmosphere of academic liberty for in-depth discovery of mind and purpose;
- ii. **Student-centered** — this provides wide opportunities, resources and facilities to enhance students' learning in academic, moral and community activities. This way, an avenue that prepares young people to be intellectually sound, morally balanced and professionally proficient is instituted in Havilla University;
- iii. **Community-participatory** — this is to promote participatory management on the understanding that all stakeholders have contributory roles in the achievement of the goals and objectives of Havilla University;

- iv. **Balancing Stability and Change** — with relevance to the rapidly changing social and technological revolutions of the 21st Century, the Havilla University creates a balance in retaining positive values while it strives to reverse the depth of poverty and place relevance on the institution of entrepreneurial education, job creation and value re-orientation; and
- v. **Global Relevance** — this ensures that the learning, teaching and community services shall embrace international perspectives and the impact of globalization, while acting locally to meet societal needs. This is built on excellence on the academic and research programmes of Havilla University.

Objectives

The law establishing Havilla University has outlined its objectives aimed at meeting its vision and mission. The objectives of Havilla University are to:

- i. Encourage the advancement of learning and to hold out to all persons without distinction of race, creed, sex or political conviction the opportunity of acquiring a higher and liberal education;
- ii. Provide sources of instruction and other facilities for the pursuit of learning in all its branches, and to make those facilities available on proper terms to such persons as are equipped to benefit from them;
- iii. Encourage and promote scholarship and conduct research in all fields of learning and human endeavour;
- iv. Evolve academic programmes to suit the changing social and economic needs of society through continuous review of curricular and developments of new programmes through programme structural flexibility to respond to societal and technological changes;
- v. Create and expand access and opportunities for education, attract and retain quality students, researchers, and teachers, thereby assisting in developing human capital and mitigating the brain drain currently afflicting Nigeria;
- vi. Appreciate and stimulate interest in African and other regional cultural heritage and relating its activities to the social and economic needs of the people of Nigeria and the world;
- vii. Carry out basic and applied research leading to the domestication and application of new technology to the Nigerian context through collaborative linkages with other academic and research institutions in Africa and the rest of the world;
- viii. Establish a centre for entrepreneurial studies to stimulate job creation and innovative abilities in students from onset of their studies, in such a way that graduates shall be resourceful, self-reliant and job creators; and
- ix. Undertake other activities appropriate for teaching, research and community service as expected of a university of high standard.

Steadyflow International Limited

Proprietor

Board Of Trustees of Havilla University

Prof. Florence B. Obi	Chairman
Hon. Jones A. O. Tangban	Member
Dr. Pius Tabi Tawo	Member
Barr. Christopher Agara	Member
Ms. Blessing Ayuk Tangban	Member
Barr. Tawo E. Tawo, SAN	Member
Pastor Olugbenga Olufisayo	Member
Dr. Antor Odu Ndep	Secretary

Hon. Jones Ayuk Ojong Tangban

Chancellor

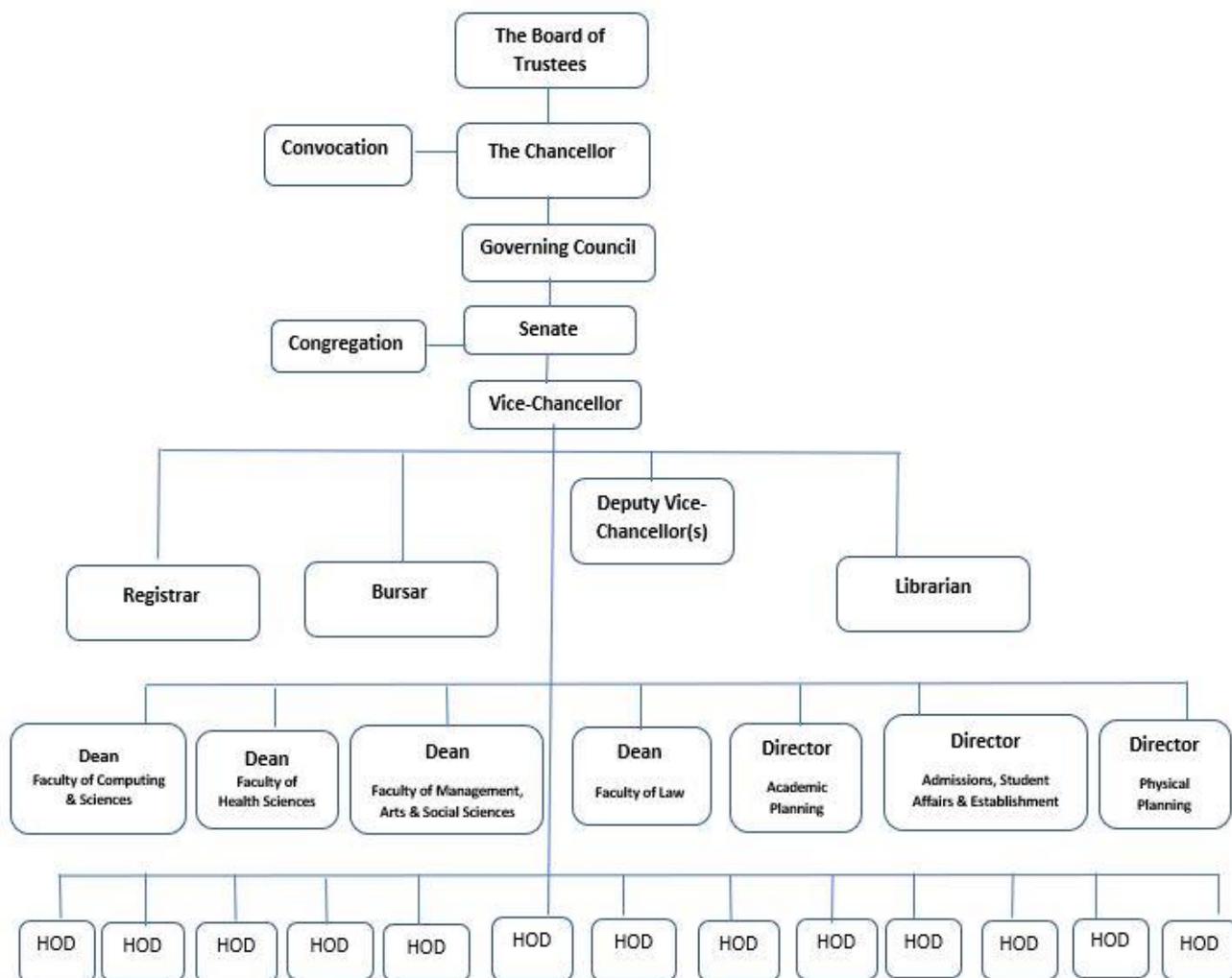
Principal Officers

Prof. Samuel Tita Wara	Vice Chancellor
TBD	Deputy Vice Chancellor (Academic)
TBD	Deputy Vice Chancellor (Administration)
TBD	Registrar
TBD	Librarian
TBD	Bursar

Other Officers

Dr. Antor Odu Ndep	Director of Academic Planning
Mrs. Helen Uzezi Wara	Director of Admissions, Establishments & Student Affairs
TBD	Director of Physical Planning
TBD	Director of SIWES

ORGANOGRAM OF HAVILLA UNIVERSITY



General Admission Requirements

Admission into Havilla University is open to candidates with the requisite qualifications and subject to written and/or oral examination as the University may determine. All applicants for admission into the University must be at least 16 years of age. Admission into Havilla University is open to all irrespective of Religion, Ethnic Group, Gender, Creed, and Disability.

A general overview of the admission requirements are as follows:

- For admission to 100 Level (via UTME), candidates must: obtain five (5) credits at SSCE (or equivalent) in relevant subjects at not more than 2 sittings including credit passes in English and Mathematics; and attain acceptable points in UTME in relevant subjects.
- For admission by direct entry (200 Level), candidates must, in addition to having five (5) SSCE credits, obtain at least two (2) A' level (or its equivalent) passes in relevant subjects, or possess ND with credit passes, or possess a good first degree in another field as the case may be.
- Credit passes in English Language and Mathematics are compulsory for admission into all courses.
- Those who meet the requirements for admission shall be subjected to a screening interview to be conducted by the University.

Grading system

In evaluating the course work done by a student, a five-point grading system is adopted

Percentage Mark	Letter Grade	Grade Point	Description
70% - 100%	A	5	Excellent
60% - 69%	B	4	Very Good
50% - 59%	C	3	Good
45% - 49%	D	2	Fair
40% - 44%	E	1	Pass
0% - 39%	F	0	Fail

Grade Point (GP)

Each grade has points attached to it. Since Havilla University runs a five point grading system, A is five points, B is four points, C is three points etc. see table above.

Credit Points (CP)

This is obtained by multiplying grade points obtained in each registered course by their respective credit units in a semester/session. If a student scored an A in Chemistry which is a 3-credit course, the Credit points obtained are $5 \times 3 = 15$.

Grade Point Average (GPA)

For each semester, the students' sum total credit points divided by total number of credit units from courses registered for that semester gives the Grade Point Average (GPA). The GPA is for one session only. By the end of the session, all Year One (100 Level) students normally get a GPA at the end of the first semester.

Cumulative Grade Point Average (CGPA)

This is the up-to-date mean of the grade point average (GPA) earned by the student in a programme of study. This is obtained by multiplying the GPA by the respective credit units for all the semesters, adding these and dividing the total sum by the total number of credit units for all courses registered by the student. For 100 Level students, CGPA can only be calculated by the end of the session (end of two semesters).

Note: 'NR' represents an incomplete result, and it is not use it for calculating CGPA.

How to Calculate GPA and CGPA

COURSE	CREDIT UNIT (X)	GRADE SCORE AND GRADE POINT (W)	TOTAL CREDIT POINTS (XW)	GPA = $\frac{\sum XW}{\sum X}$
GSS 101	2	B = 4	8	65/18 =3.61
MTH 111	3	A = 5	15	
PHY 101	3	B = 4	12	
BIO 101	3	C = 3	9	
CHM 101	3	A = 5	15	
PUH 101	2	D = 2	4	
GSS 131	2	E = 1	2	
TOTAL	$\sum X = 18$		$\sum XW = 65$	

CONDITIONS FOR PROBATION AND WITHDRAWAL

❖ Probation conditions

Probation is a status granted to any student whose academic performance fall below the acceptable standard. There are two conditions that could place a student on probation status:

- i. Any student whose GPA or CGPA is **below 1.50 (1.00 – 1.49) OR**
- ii. Any student who has **15 credit units** of failed courses irrespective of CGPA at the end of an academic year earns a period of Probation for one session.

Students who are on Probation are expected to take **only the failed probation courses**. At the end of the probation year, a student may continue in the programme of study provided his/her CGPA is up to 1.50 or more. Otherwise, the student will be advised to change programme or withdraw from the University.

❖ Withdrawal conditions

A student whose GPA or CGPA drops below 1.00 (i.e., 0.01 – 0.99) or has more than 15 credit units of failed courses irrespective of CGPA will be withdrawn from the University.

GRADUATION REQUIREMENT

To graduate and for the award of any degree in Havilla University, the student must have completed and passed the prescribed courses and electives.

Classification of B.Sc. Degree

Below is the classification of degree results for graduation.

Cumulative Grade Point Average (CGPA)	Class of Degree
4.50 - 5.0	First Class (Hons)
3.50 - 4.49	Second Class (Hons) Upper Division
2.40 - 3.49	Second Class (Hons) Lower Division
1.50 - 2.39	Third Class (Hons)
0.99 – 1.49	Fail

**** Please note that there is no PASS class of degree**

GENERAL STUDIES COURSES FOR THE FIRST SEMESTER

s/n	Course Code	Course Title	Credit Units
100 LEVEL			
1	GST 111	Communications in English I	2
2	GST 121	Use of Library, Study Skills & Information Communication Technology (ICT)	2
3	GST 131	Nigerian Peoples & Culture	2
200 LEVEL			
1	GST 211	History & Philosophy of Science	2
300 LEVEL			
2	GST 311	Introduction to Entrepreneurial Skills	2

GENERAL STUDIES COURSES FOR SECOND SEMESTER

s/n	Course Code	Course Title	Credit Units
100 LEVEL			
1	GST 112	Logic Philosophy & Human Existence	2
2	GST 122	Communication in English II	2
3	GST 132	Communication in French	2
200 LEVEL			
1	GST 212	Peace Studies & Conflict Resolution	2
2	GST 222	Introduction to Entrepreneurial Studies	2

Note that students must pass all GST courses in order to graduate.

CODE OF CONDUCT

ACCOMMODATION

Havilla University is a fully residential institution. Students are not allowed to go out of campus at will. Should there be need for a student to go out of campus, appropriate permissions must be obtained which includes a verbal or written permission from the parent or guardian on record.

CLASS ATTENDANCE

All students must meet 75% attendance rate for any course in order to qualify for the end of Semester/sessional examinations.

COOKING IN THE HOSTEL

Students are not allowed to cook in the hostels. All students are expected to eat from the cafeteria. Any violation of this rule will result in expulsion.

CULTS/CONFRATERNITIES

Havilla University has zero-tolerance for students with cult/confraternities affiliations. Any student that joins, organizes or encourages others to join such, or participates in cult-related activities within or outside the campus shall be expelled.

IKOM FIRE CRUSADE

All students are required to participate in Ikom Fire Crusade activities which involve feeding and clothing widows and orphans as well as health, spiritual growth and life skills seminars.

MEET THE CHANCELLOR

Once a semester, there shall be a motivational session with the Chancellor and his family and friends. Dates will be announced.

RELIGIOUS ACTIVITIES

There shall be a Sunday service at the HUNI Chapel of Glory at 10 am and a mid-week service every Wednesday at 6:00 pm.

SPORTS

All students are to participate in sporting activities. It is our belief that everyone has some sporting ability. We intend to groom and raise champions who will compete favourably at all levels; local, national, international/Olympics.

DRESS CODE

All students are expected to dress modestly at all times on and off campus.

- Bump shorts and ultra-miniskirts are prohibited.
- All short dresses (above the knee length) must be worn over tights
- Tights must be worn with shirts or dresses that cover the buttocks
- Raggedy jeans are not allowed for both males and females
- Transparent shirts/blouses must be worn with the appropriate inner shirts
- Students must be clean-shaven at all times.
- Male haircut must not be higher than one centimetre.
- For females, multi-coloured and ultra-long braids are not allowed.

DETAILED DESCRIPTION OF MASS COMMUNICATION PROGRAMME

Mass Communication is a department under the Faculty of Management and Social Sciences. The Department offers three sequences -Print and Online Journalism (PROJ), Broadcast Journalism (Radio and Television), and Public Relations and Advertising (PRAD)- which start from the third year (300 level). In the first two years, every registered Mass Communication student offers the same courses which are foundational courses in the discipline. Specialization starts effectively from the 300 Level.

Vision

The Vision of the Department is to remain a Centre of Excellence in the training of a total communication graduate capable of achieving self-development and contributing to national and international development goals and objectives through the creative, innovative, and professional use of the mass media.

Mission

Our mission is to create knowledge and restore the dignity of the African scholar through the use of science tools as embodied in our Curriculum to train students who will be expert thinkers, skillful, intellectually resourceful, entrepreneurially self-dependent.

Philosophy of the Programme

Since communication is vital to individual, societal and national life, our overriding philosophy is to run a dynamic and industry-friendly curriculum that will help drive capacity building, practical exposure and training, and community-based research which is globally relevant.

Aim of the Programme

The aim of the programme is to create knowledge and restore man's dignity, employing innovative, leading edge, teaching and learning methods that would assist our Mass Communication graduates to be very relevant in the production processes.

Objectives of the Programme

The objectives of the Mass Communication programme include the following:

- i. To provide students with a balanced and broad-based training in the various fields of mass communication.
- ii. To provide sound, theoretical and practice-based education in the media-centred domains of mass communication.

- iii. To equip students with knowledge of media practice in Nigeria, Africa and the world through the study of concepts, theories and methods that provide such knowledge.
- iv. To expose students to modern developments and technology in information gathering and dissemination through the mass media, with emphasis on computer-assisted reporting and on-line journalism.
- v. To evolve appropriate philosophies and policies for the operation and management of the country's communication sector.
- vi. To engineer efficient and effective communication support services for our various human and national development programmes and objectives;
- vii. To undertake research on a continuous basis into the state of our national communication media, and make the findings available to policymakers.

Admission Requirements

- i) Credit level passes in five subjects in the SSCE/GCE/NECO O/L or their equivalent must be obtained in not more than two sittings and must include English Language, Mathematics, Literature-In-English, one Science subject and any other one or more subject(s) in the Arts or Social Sciences domain.
- ii) The candidate must also fulfil all other Admission Requirements as prescribed by the Senate of Havilla University.

Graduation Requirements

Students must take and pass a minimum of 160 credit units to graduate with the 4-year Bachelor of Mass Communication (B.Sc.) in Mass Communication as shown in Table 1.

Table 1: Graduation Requirements for B.Sc Mass Communication

Level	Core Courses	University Courses	NUC General Courses	Elective Courses	SIWES	Total
100	22	6	10	4	-	44
200	30	4	6	4	-	44
300	26	4	4	4		38
400	26	4	-	4	-	34
Total	104	18	20	16	-	160

FIRST SEMESTER 100 LEVEL

s/n	Course Code	Course Title	Credit Units
1	GST 111	Communications in English I	2
2	GST 121	Use of Library, Study Skills & Information Communication Technology (ICT)	2
3	GST 131	Nigerian Peoples & Culture	2
4	MAC111	Introduction to Mass Communication I	2
5	MAC112	Writing for the Mass Media I	2
6	MAC113	African Communication Systems I	2
7	MAC114	History of Nigeria Mass Media	2
8	MAC115	Principles of Public Relations	2
9	MAC116	Foundation of Broadcasting	2
10	MAC 117	Word Processing 1	2
11	ENG112	Introduction to English Language	2
12	ENG114	Introduction to Poetry	2
TOTAL CREDIT UNITS			24

SECOND SEMESTER 100 LEVEL

s/n	Course Code	Course Title	Credit Units
1	GST 112	Logic Philosophy & Human Existence	2
2	GST 122	Communication in English II	2
3	GST 132	Communication in French	2
4	MAC121	Introduction to Mass Communication II	2
5	MAC122	Writing for the Mass Media II	2
6	MAC123	African Communication Systems II	2
7	MAC124	Nigeria Legal System	2
8	MAC125	Writing and Production for Public Relations	2
9	ENG121	Basic Writing Skills	2
10	MAC117	Word Processing II	2
11	ENG122	Basic English Grammar & Composition	2
12	ENG124	Introduction to Nigerian Literature	2
TOTAL CREDIT UNITS			24

FIRST SEMESTER 200 LEVEL

s/n	Course Code	Course Title	Credit Units
1	GST 221	History & Philosophy of Science	2
2	MAC230	Introduction to Statistics for Social Science	2
3	MAC210	News Writing & Reporting	2
4	MAC211	Editorial Writing	2
5	MAC212	Foundation of Communication Research I	2
6	MAC213	Theories of Mass Communication	2
7	MAC 214	Specialized Reporting	2
8	MAC215	Introduction to Film, Cinema & Literature	2
9	PSY111	Introduction to Psychology I & II	2
10	MAC217	Radio and Television News Reporting and Production	2
TOTAL CREDIT UNITS			20

SECOND SEMESTER 200 LEVEL

s/n	Course Code	Course Title	Credit Units
1	GST 222	Peace Studies & Conflict Resolution	2
2	GST 223	Introduction to Entrepreneurial Studies	2
3	MAC 220	Introduction to Statistics for Social Science II	2
4	MAC 221	Editing and Graphics of Communication	2
5	MAC 222	Advanced Specialized Reporting	2
6	MAC 223	Foundation of Communication Research II	2
7	MAC 224	Feature Writing	2
8	MAC 225	Introduction to Publishing	2
9	MAC 226	Marketing Foundation for Public Relation & Advertising	2
10	MAC 227	Speech Communication & Rhetoric	2
11	SOC228	Sociology of Mass Communication	2
TOTAL CREDIT UNITS			22

FIRST SEMESTER 300 LEVEL

s/n	Course Code	Course Title	Credit Units
1	GST 311	Introduction to Entrepreneurial Skills	2
2	MAC 310	International Communication I	2
3	MAC 313	Issues in Nigeria Mass Communication I	2
4	MAC 315	Broadcast Programme Management	2
5	MAC 314	Mass Media and Society	2
6	MAC 316	Studio Practical and Production	2
7	MAC 330	Media Attachment [Industrial Training]	2
8	MAC 318	Investigative and Interpretative Report	2
9	MAC 335	Citizens Journalism	2
10	MAC 333	Public Affairs Broadcasting	2
11	MAC 334	Announcing and Presentation	2
TOTAL CREDIT UNITS			22

SECOND SEMESTER 300 LEVEL

s/n	Course Code	Course Title	Credit Units
1	MAC 320	International Communication II	2
2	MAC 321	Screen Writing and Directing	2
3	MAC 324	Photo Editing	2
4	MAC 323	Issues in Nigeria History II	2
5	MAC 344	Film/Video Documentary	2
6	MAC 343	Broadcast Commentary and Critical Writing	2
7	MAC 329	International & Foreign Broadcasting	2
8	MAC 326	Magazine Management & Production	2
9	MAC 341	News Agency Journalism	2
TOTAL CREDIT UNITS			18

FIRST SEMESTER 400 LEVEL

s/n	Course Code	Course Title	Credit Units
1	MAC 410	Mass Media Laws and Ethics	2
2	MAC 411	Data Analysis in Communication Research	2
3	PRE411	PR in Non-commercial organization	2
4	MAC415	Organization & Management of Advertising & Public Relations Agencies	2
5	PRE 413	Economics and Social Issues	2
6	PRE414	PR in small and Medium Scale Communication Organization	2
7	PRE416	PR IN Practice	2
8	HUN	University courses	2
9	HUN	University courses	2
TOTAL CREDIT UNITS			18

SECOND SEMESTER 400 LEVEL

s/n	Course Code	Course Title	Credit Units
1	MAC421	Research Project	2
2	MAC422	Radio Drama Production	2
3	MAC423	Rural Broadcasting	2
4	MAC424	Development Communication	2
5	MAC425	Mass Media and Politics	2
6	PRE423	International Public Relations	2
7	MAC421	Research Project	2
8	MAC422	Radio Drama Production	2
9	MAC423	Rural Broadcasting	2
10	HUN	University Course	2
TOTAL CREDIT UNITS			20

Course Descriptions

First Semester 100 Level

MAC111 - Introduction to Mass Communication I (2 Units)

This course gives the student an overview of the broad field of Mass Communication by examining the basic types of communication, the nature, forms, content and audience of the media of mass communication. It also considers National mass media systems and mass communication across borders.

MAC112 - Writing for the Mass Media 1 (2 Units)

This course examines the requisites of mass media writing from the principles and process of writing, through the elements of composition, to an examination of common errors of writing. It involves practical writing

exercises and error detection clinics. Beside primary competence in language use, it emphasizes development of the journalistic style.

This Part One shall focus on writing for Print and Broadcast journalism as well as explain some basic characteristics associated with such writing styles.

MAC113 - African Communication Systems (2 Units)

The course surveys the systems of communication among Africans prior to the introduction of modern modes and media of communication. It evaluates the current relevance of these systems in contemporary society, especially with the surge of globalization in all spheres of life.

MAC114 - History of Nigerian Mass Media (2 Units)

The course provides a historical background to the development of the Nigerian media industry. It also surveys the roles and impact of personalities and institutions as well as regulatory instruments and institutions that have shaped the media in Nigeria from pre-independence till date.

MAC115 Writing and Production for Public Relations (2 Units)

The prerequisite for this course is MAC115. The course is a practical oriented course designed to train students on the principles of effective writing and production in public relations. The course discusses the various styles of writing speeches, features for PR use, news releases, position papers, reports etc. The course will also discuss how to produce newsletters, in-house journals, brochures.

MAC116 - Foundation of Broadcasting (2 Units)

The course is a first step examination of the natural elements that make broadcasting possible. It looks at the airwaves sound, the co-ordinates of the earth etc, as they aid or disturb the broadcasting process. It describes the broadcast spectrum and the broadcast chain. It also surveys the global history, growth and development of broadcasting. It discusses the pioneers that facilitated the evolution of broadcasting.

MAC117: Typing I: Word Processing (1 Unit)

It aims at the development of typing skills necessary for technical self-reliance in journalism practice. Includes graduated practice in typing from simple to complex tasks, using the Microsoft Word software. The course also serves as part of the students' introduction to the computer (along with CST111)

ENG111 - Spoken English (2 Units)

Attention will be given to the acquisition of proficiency in the correct use and articulation of vowels, consonants, sounds in combination, stress, and pitch and intonation in conversational speech. There will be practical sessions of pronunciation exercises, conversations, discussions and reading aloud.

ENG112 - Introduction to the English Language (2 Units)

This course introduces students to the history, sounds, grammatical patterns, morphology, lexicon and vocabulary, semantics, pragmatics, varieties and functions of the English Language. It also briefly introduces World Englishes, English as an International Language, English as a Second Language in Nigeria and the future of English as a global language.

ENG114 - Introduction to Poetry (2 Units)

The course introduces students to the nature, elements, artistic features and characteristics of poetry. Poems representing various periods from the Renaissance to the modern will be studied. Selections from the poems of at least six African poets will be examined. Emphasis will be on theme, subject-matter, poetic language and structure.

Second Semester

MAC121 - Introduction to Mass Communication II (2 Units)

This course builds on Part One of the course by advancing into a study of the development and growth of mass communication media such as newspaper, radio, television, and motion pictures etc. It also examines common theoretical foundations and research findings underlying the practice of mass communication.

MAC122 - Writing for the Mass Media 11 (2 Units)

The course delves into greater details of writing with emphasis on grammar, rhetoric and logic. It involves practice in writing for specific media of mass communication. This Part Two shall focus on writing for Marketing Communications – advertising, direct marketing, sales promotion, publicity, and public relations. Students will learn writing formats for advertising copy, newspaper, magazine, radio, television, transit and outdoor, and online.

MAC 123: Introduction to Advertising (2 Units)

The course explores the historical development of advertising as an adjunct of mass communication. It takes a broad look at the dynamic world of advertising by examining the various laws and regulations as well as the major players in the industry. It considers the fundamental principles and tenets of Advertising as a discipline, giving a profound study of creative devices for presenting advertising messages in all media of mass communication. It involves practical exercises in market-targeted messages.

MAC124 - Nigerian Legal System (2 Units)

Nigerian legal system is foundational to other law-related Mass Communication courses such as Mass Media Law, Ethics of Mass

Communication etc. The course introduces the student to the Nigerian Law Environment by exploring the sources of Nigerian law and the historical development of Nigerian Law from the colonial period to date. It describes the hierarchy of courts in Nigeria as well as procedures for instituting civil and criminal cases. It also examines legal terms, terminology and concepts.

MAC125 Writing and Production for Public Relations (2 Units)

An introduction to the broad field of Public Relations; the course examines the history, concepts, theories and practices of Public Relations and Public Affairs, and treats the importance of Public Relations in both profit and non-profit organizations.

MAC127 – Typing II Desktop Publishing (1 Unit)

The course builds on Typing I by exploring further functions of Microsoft word. It also explores the PageMaker as basic software for newspaper, magazine and journal production.

ENG121 - Basic Writing Skills (2 Units)

The course emphasizes the techniques and principles of writing and the construction of different types of sentences in prose. The focus is on correct use of tenses, agreement between subject and verb, particularly in the context of compound and complex sentences. Beyond the sentence level, the organization and development of types of paragraphs and essays will be examined. Basic editing and proofreading skills will also be introduced.

ENG122 - Basic English Grammar and Composition (2 Units)

Students are introduced to the basic elements of English grammar, and their use in composition. Emphasis is on ability to identify various structural components of the English sentence, different word classes and their functions, sentence types and their communicative functions.

ENG124 - Introduction to Oral Literature (2 Units)

This course carries out a descriptive survey of major poetic, dramatic and narrative genres of traditional African oral verbal forms. Lyrics, myths, legends, folktales, epics, proverbs, praise poetry and ritual dramatic forms will be studied. The analysis of themes and techniques in these forms will aid the students to appreciate the depth of creativity in oral literature. Submission of an original essay of about 2,000 words is an important part of the course.

200 Level

First Semester

MAC210 - News Writing and Reporting (2 Units)

This course is designed to train students to become skilled in writing publishable news copy within given deadlines. The course is a practical skill-based course designed to enable students become proficient reporters and writers of news stories for print and broadcast. The course also provides basic definitions of news and examines the structure of various journalistic formats, as well as methods of producing them. Modern trends in reporting and news writing, news assignment and beats are also discussed. The place of interviews in the news gathering process will also be emphasized. For practical experience/exposure in newsgathering, students are assigned beats from which they are expected to turn in news stories under deadlines.

MAC211 - Editorial Writing (2 Units)

This course is an in-depth study of what it takes to write a successful editorial. It delves into the nitty-gritty of editorial writing styles, types of editorials, language of editorials, logic, targeting audiences and focusing on contemporary national/international issues. The course also presents the composition and politics of the editorial boardroom and discusses the role of editorial page, editorial board etc in shaping public opinion and thus influencing decision making. Development of skills in handling editorial matters such as editorial decision processes for composition of the editorial board, assignment of duties etc. Practice in writing the editorial comment, news analysis, etc is usually undertaken in this course.

MAC212: Foundation of Communication Research (2 Units)

The course prepares students to do research in the social sciences. It discusses studies basic genres and concepts of media research. Students are made to do mini researches in various parts of mass communication. It also helps the students to evaluate given researches/journalistic writings.

MAC213 - Theories of Mass Communication (2 Units)

This course gives a profound treatment of existing mass communication theories from the perspective of origin, nature, functions, and application. It involves an analysis of the various models and theories of Mass Communication and a discussion of the symbiotic relationships among theory, research and practice.

MAC214 - Specialized Reporting 11 (2 Units)

The prerequisite for this course is MAC214. This course is a continuation of the techniques in reporting some selected specialized beats. For this course, focus will be on how to report the Environment, Economy/Business, Politics, Science & Technology, and Health.

MAC215 - Introduction to Film and Cinema (2 Units)

This course is a study of the basic techniques of film and cinema production, from the stage of scripting to marketing. It also looks at the major issues affecting the Nigerian film industry. The course also examines the techniques of film, shooting, production staff, auditioning etc. The course is also expected to explore the relationship between film and literature and how this impacts on society.

MAC217 - Radio and Television News Writing, Reporting and Production (2 Units)

This course gives a comprehensive analysis and comparison of radio and television news writing processes. It involves analysis and evaluation of scripts, and production techniques. It explores methods of electronic newsgathering, using basic studio and field equipment. It includes practical exercises in live reporting and television production.

MAC230 - Introduction to Statistics for Social Science I (2 Units)

Students are taught elementary concepts for social research. Simple concepts for data presentation and analysis are examined, including measures of central tendency.

PSY111 - Introduction to Psychology (2 Units)

This course introduces students to the study of Psychology from a biological, social and human developmental perspective and provides a broad base knowledge of the discipline. The course content will cover areas / topics such as history of psychology, overview of theories in Psychology; History and founding fathers in Psychology; such as works of Ivan Pavlov, B.F. Skinner, Sigmund Freud; Psychobiological bases of behaviour, social bases of behaviour, motivation and emotions, sensation and perception, learning, human development, personality, consumer psychology, abnormal psychology, forensic / legal psychology.

Second Semester

MAC220 - Introduction to Statistics for Social Science II (2 Units)

This is a further study of instruments for statistical data gathering. It exposes students to relatively advanced techniques of data analysis. Measures of Dispersion and probability theory are also discussed in this course.

MAC221 - Editing and Graphics of Communication (2 Units)

The course introduces the students to the basics of editing, newspaper design and layout, typography and type. The use of typefaces and other graphic elements, layout and page make-up, principles of page layout, use of copy symbols, photo-cropping, etc will also be taught during the course. It also

aims at helping students appreciate the place of aesthetics in print production.

MAC222: Advanced and Specialized Reporting (2 Units)

The course builds on another reporting course. It examines techniques for handling complex reporting tasks. Students learn how to report for special areas like medicine, science etc. Investigative reporting techniques are also

MAC223 - Research Methods 11 (2 Units)

This course exposes the students to advance research techniques in observation, experimentation, content analysis and survey. The student is expected to do a mini research project as an outcome from this study. The student will therefore be encouraged to conceive a research topic and problem, select appropriate methodology, and carry through the project. The student will also be taught the analytical techniques of data analysis as well as styles of data presentation.

MAC224: Feature Writing (2 Units)

This is an excursion into the basics of publishable articles for newspaper, magazines and other print media. It involves lessons on types and methods of writing, targeting of the audience, and use of varying writing devices. Consideration of pertinent ethical and legal problems will be done.

MAC225 - Introduction to Publishing (2 Units)

This is an examination of book publishing as a cultural activity and as a business. It gives a general review of the fundamental principles and tenets of book publishing. It looks at the business perspective of book publishing, as well as divisions of the industry. It aims at understanding of the working of the production department and its role in the publishing process. It examines Book publishing as an adjunct of the mass communication industry.

MAC226 - Marketing Foundation for Public Relations and Advertising (2 Units)

This course studies the place of advertising and public relations as communication tools for promoting and marketing products, services, organizations, people and ideas. It examines basic marketing concepts as they relate to mass communication in different situations.

MAC227 - Speech Communication and Rhetoric (2 Units)

This course focuses on both the theory and the practice of rhetoric. The course also delves into effective public speaking as an art and analyses the different types of speeches and audiences. Students critique historically significant

speech texts and other forms of public rhetoric. They also present speeches adapted to particular genres, audiences, purposes and occasions.

SOC228 - Sociology of Mass Communication (2 Units)

An introduction to sociological study of mass communication in society, including the understanding of the nature, functions and concepts of the Mass Media. The characteristics of the mass communication system and its relevance to human society are emphasized in this course. The theories of mass communication are also examined, including the problems and/or dysfunctions in the system and how mass communication can enhance development.

300 Level

First Semester

MAC310 - International Communication I (2 units)

This course discusses issues like communication imbalance, media/cultural imperialism, global information flows, the New Communication Age, Press Freedom and the role of news agencies in the gathering and dissemination world news and information. The course also considers the role of the international media in the eradication of global images. The focus of this course will be on the unidirectional flow of information between the industrialized and Third World nations, and how ideology, culture, economy and international market structure have all contributed either in hindering or advancing the international flow of news among nations. The impact of Globalization and ICT will also be a primary focus in this course.

MAC311 - Newspaper Management and Production (2 Units)

Basic management and economic theory, and application of theory to the management process in the newspaper industry. It explores differences between newspaper management and management of other businesses.

MAC312 - Introduction to Photojournalism (2 Units)

This is a practical course in journalism designed to train students to news photography. The course will emphasize on the development of camera operations, fundamentals of photography, photo processing, and development, use of photographic equipment, developing photo news, introductory aspects of photo editing and cut line writing. The screening and place of photographs in news presentations will be examined.

MAC313 - Issues in Nigerian Media History 1 (2 Units)

This course will attempt a critical analysis of significant events and personalities that have featured in and characterized the Nigerian mass media from the political, social and economic points of view. This course underscores the dynamics of the mass media in Nigeria and their institutional data. It will also consider the use of historical research techniques to showcase important events in the life of a nation (in this case, Nigeria) or an institution (in this

case, the mass media). The Part One of this course will focus on issues in the Nigerian Print Media industry.

MAC314 - Mass Media and Society (2 Units)

This course examines the media of communication as a social institution, with particular attention to pertinent sociological concepts, themes and problems. The role of the mass media and relationship between the mass media and major social institutions will also be examined. Beyond the relationship between the media industry and other institutions of state/society, the impact of the media in the performance of the other institutions will also be discussed. The course also discusses the place of the media industry in national development.

MAC315: Broadcasting Management & Programming (2 Units)

It gives an analysis of the nature and process of management and organization, generally and with particular reference to types of broadcasting organizations and their settings. Consideration of radio and television networks, programming, personnel and skills required to manage them in the interest of the society.

MAC316 - Studio Practical and Production (2 Units)

This course deals with studio management and operations and involves systematic analyses of radio and television studio and control room technology. It also involves practical exercises in studio set-up, with the standard operating procedures and use of facilities such as the camera, mixer, console, and microphones etc. The course is also expected to train the students on programme production techniques.

MAC318 - Investigative and Interpretative Reporting (2 Units)

This course trains students to the scientific approach to news gathering and reporting. This course involves the use of and protection of links and sources, analytical presentation of news, news facts and backgrounds for journalism's broad minded and enlightened audience and readership.

MAC333 - Public Affairs Broadcasting (2 Units)

This course gives an assessment of the public and educational potentialities and limitations of radio and television. It gives an evaluation of the approaches and production techniques of radio/television and the planning and production of educational programmes in radio and television. In addition, a critical examination of the structure, internal dynamics and functions of the News and Current Affairs/Public Affairs division of our broadcasting organizations. It takes a critical look at their interpretative reporting of government and public institutions/agencies, and their handling of current

affairs talks/discussions, documentaries, magazines, etc on those institutions/agencies.

MAC330 - Media Attachment (Industrial Training) (2 Units)

Students are expected to understand the operation of a media related organization particularly radio / television stations and newspaper / newsmagazine organizations, under a carefully monitored arrangement between the departments here at Havilla University and the host organization. On resumption at school each student gives a comprehensive account of his or her experiences in a written report. As soon as this becomes feasible, students will go with logbooks to be completed daily/weekly by the student and his/her industry-based supervisor.

MAC334 - Announcing and Presentation (2 Units)

The course involves the study and acquisition of various presentation skills for the broadcast media. It examines the fundamentals of voicing and the nature of speech. It discusses the use of the microphone and the camera. The performance types: the actor, the straight announcer, the disc jockey, the interviewer, the compere etc. It also involves practical exercises in the various roles.

MAC335 - Citizen Journalism (2 Units)

This course - Citizen Journalism also known as "public", "participatory", "democratic", "guerrilla" or "street journalism" explores how members of the public can play an active role in the process of collecting, reporting, analyzing and disseminating news and information, using existing media organizations. The public is usually helped in this instance by the new media technologies which are easily deployed in the broadcast industry. Because of the tendency to confuse Citizen Journalism with Community Journalism or Civic Journalism which are practiced by professional journalists, this course will also attempt to differentiate between these variants.

PRE330 - Media Attachment (Industrial Training) (2 Units)

Students are expected to understand the operation of a particular Advertising Agency, a public relation agency or an in-house Advertising/ Public Relations department of a recognised corporate establishment, under a carefully monitored arrangement between the departments here at Havilla University and the host organization. On resumption at school each student gives a comprehensive account of his or her experiences in a written report. As soon as this becomes feasible, students will go with logbooks to be completed daily/weekly by the student and his/her industry-based supervisor.

PRE311 - Public Relations Evolution, Theory and Practice (2 Units)

Types of Media and their characteristics. Their assets and limitations for specific Public Relations campaigns. Principles of Media selection. Writing and use of press releases, features, articles, speeches, reports etc. Proposal writing and uses. Information technology and public relations. Electronic media production methods. Computer applications in layout and design.

PRE313 - Media Analysis for Public Relations (2 Units)

More detailed analyses and comparison of media characteristics, with their assets and liabilities as tools for PR practice. In addition, studies in the style and readability of local and national media to provide a basis for their recommendation or rejection as chosen media for Public Relations and Advertising practice by client organizations. Finally, analyses of important media fare, (especially public opinion columns and slots) to assess the picture our organization is cutting in the public eye.

PRE314 - Advanced Copywriting for Advertising and Public Relations (2 Units)

The course teaches the importance of disciplined creativity in copywriting for both PR and AD. It further examines creative strategy, taking due cognizance of campaign objectives, target audience, the creative promise, the break-up claim, etc. Visualization and layout. Sources of creative ideas, such as reading, listening, observing people and events, interaction with others. Special copywriting problems.

PRE315 - Public Relations Policy, Planning and Strategy (2 Units)

This course deals with concepts of strategy and planning; planning processes for effective public relations; the PR Manager's role in the Management Team; importance of judgment and creativity in PR; the environment of PR practice; programmes planning and implementation for maximum PR effects.

PRE316 - Brand Management (2 Units)

This course explores the exciting world of brand management. It explores the concepts: branding, Packaging and Labeling. How to choose a brand, communication activities in branding, benefits of appropriate branding, advertising, the marketing mix and the functions of a brand manager will be discussed.

MAC317: Science and Technology Reporting (2 Units)

Instruction and practice in writing popular science articles for newspapers and magazines. It will emphasis on translation of scientific language, familiarization with literature of science and interviewing of scientists.

PRE318 - Consumer Behaviour (2 Units)

The course is designed to introduce the student to the methods of understanding the nature of the consumer and the market-place. It will discuss how to understand the changing trends and psycho-social and demographic profile of consumer tastes, preferences, motivation, and media consumption habits. The course will be approached mainly from PR and Advertising perspective.

PRE319 - Business Communication and Management (2 Units)

This course explores the various techniques and facilities of business communication. It also discussed organizational communication and its problems, feature of boardroom communication, written and oral business communication types and functions of management; the role of communication in Business Management and management information systems.

Second Semester

MAC320 - International Communication II (2 Units)

This course is a continuation of MAC310.

MAC321 - Screen Writing and Directing (2 Units)

This course focuses on theories of directing, dramatic form and acting. These will be examined through lectures, demonstrations and applied exercises to establish theoretical and practical foundations. Group productions will be required from students within given lifelines.

MAC323 - Issues in Nigerian Media History II (Broadcast Journalism) (2 Units)

This Course is a continuation of MAC313. However, attention will be concentrated on issues in the Nigerian media that focused on broadcast journalism.

MAC324: Photo Journalism (2 Units)

It gives an assessment of the fundamentals of photography, and operations of different cameras. Photography processes and the use standard photographic equipment and materials

MAC326 – Magazine Management and Production (2 Units)

This is a practical course that builds on the gains of a prerequisite course, Newspaper Management and Production. It involves practice in magazine design, layout, editing, production, marketing and management. Students must demonstrate the working knowledge of design/layout software,

advertisement sourcing and produce a magazine as the final product of the course.

MAC327 – International Correspondence (2 Units)

The course examines the need for an elite press corps to survey the international scene. It discusses the politics and economics of foreign correspondence and teaches skills that will enable a reporter to function effectively as a foreign correspondent. The students should have a good idea of the performance profile of the foreign correspondents of Nigeria’s major media houses (NTA, AIT, TVC, Radio Nigeria, NAN, etc).

MAC329 - International and Foreign Broadcasting (2 Units)

This course gives a comparative analysis of national systems of broadcasting worldwide in terms of types of ownership, control, programming purposes and impact. It also discusses the impact of external broadcasting systems on national performance.

MAC341 - News Agency Journalism (2 Units)

This course exposes the student to international news gathering and reporting through wire services. The student is introduced to international news organizations and how they operate. The political, economic and psycho-social factors that impinge on the performance and efficiency of a foreign correspondent are discussed. The student is also introduced to the various levels at which news agencies operate – national, e.g. NANS; regional – PANA; world - Reuters, AFP, UPI etc.

MAC344 - Film and Video Production (2 Units)

This is a practical skill-based course designed to teach basic techniques in video and film production. The course shall commence with an introduction to the technical terms used in film making and video production. Non-dramatic Production e.g. social events, sporting events, etc. shall be the focus of practical work. Camera approach using single or multiple camera set-ups, shall be discussed. The course shall also examine stages in both film and video production: planning, shooting, editing and distribution. A video production of 30 minutes or more is expected to be a part of the course.

PRE321 - Public Relations Campaign Planning and Management (2 Units)

Public Relations Campaign defined. Elements of PR campaign planning: Defining the goal, identifying the problem, conducting a SWOT Analysis, Analysing the Audience, Selecting the Media, Designing and Communicating the message. The place of the RACE formula and other relevant formulas in PR Campaign planning and management. The “shotgun” versus the “rifle shot” approach to media selection and the justification for adopting or

rejecting each. The importance of monitoring and evaluation (through “formative” and “summative” analyses).

PRE322 - Public Relations Typologies (2 Units)

This course deals with types of Public relations, namely financial public relations, community relations, governmental public relations, etc. It examines the contemporary use of public relations in financial institutions, and community relations strategies as well as the practice of public relations in government establishments.

PRE323: Corporate Social Responsibility and Business Ethics (2 Units)

The course highlights the social responsibility requirements of business organizations, in particular, to their sustaining environment. It stresses the need for companies to plough back a definite proportion of their profits into the development of their environments in the interest of their own survival. It highlights modern conventional social responsibility development projects such as scholarships and other educational support commitments, sports and cultural development projects. It finally stresses the importance of sound ethical principles and practice in the interactions among Public Relations Personnel/agencies as well as between them and their clients.

PRE325 - Public Relations Research and Evaluation (2 Units)

A review of the types of research carried out for Public Relations – Opinion Research, Desk Research, etc. The place of informal research methods in evaluation of Public Relations Programmes.

PRE326 - PR and Advertising Ethics (2 Units)

The course discusses various traditions in ethics and their relevance to PR and Advertising practice. It will examine codes of ethic and the challenges of enforcing them. Issues to be considered will include social responsibility, truth and deception, consumerism, propaganda, self-regulation.

PRE327 - Integrated Marketing Communication (2 Units)

This course deal with definition and origin of Integrated Marketing Communication (IMC); Elements of IMC; Price and place as tools of IMC; Events marketing and the integrated approach to corporate communication – its challenges and benefits will also be dealt with in this course.

PRE328 - Advertising Production and Techniques (2 Units)

This course is an exploration into the domain of advertising production and techniques. Here, the various advertising production techniques and principles will be discussed in details.

PRE340 - Public Relations Workshop (2 Units)

Practice-based follow-up to principles of PR. The course combines laboratory work with tutorials for the ultimate aim of blending theory with practice. It encourages production of quality PR materials: House journals, souvenirs, Logo and other corporate identity symbols.

400 Level

First Semester

MAC410 - Mass Media Laws (2 Units)

This course investigates the various laws regulating the practice of the media in Nigeria, such as libel, sedition, contempt as well as broadcasting and advertising regulations. The course will include case studies of instances of the breach of such laws and the remedies available to a journalist who falls victims of such laws. It also deals with the examination of the nature of ethics and morality, theories of ethics, ethical principles, with particular regard to the ethical requirement of mass communication profession and its professionals. Codes of ethics in journalism, broadcasting, and public relations are also analyzed. The NUJ/Press Council, the APCON, NBC, NIPR codes of ethics etc are examined. The concepts of brown envelope and /or gratifications are discussed and the need to have and preserve the journalistic integrity is part of the focal points of this course. The course also deals with the common ethical issues prevalent in the Nigerian media industry.

MAC411 - Data Analysis in Communication Research (2 Units)

This is a study in data presentation and interpretation using tables, graphs; measures of central tendency, correlation coefficient and other statistical techniques. The course is designed to teach students how to analyse and interpret results of their research projects especially in communication sciences or studies. The course builds on the knowledge gained in Introduction to Statistics for Social Sciences/Mass Communication and Foundation of Communication Research. The use of relevant computer software programmes or statistical packages like the Statistical Package for Social Sciences (SPSS) also receives adequate attention in this course.

MAC412 - Educational Broadcasting (2 Units)

This course focuses on the strengths and weaknesses of radio and television for the planning and production of educational programmes at several levels of education. It provides training on how to harness the potentialities of the two media for educational purposes.

MAC413 - Issues in Broadcasting (2 Units)

This course examines controversial socio-political and economic issues in Nigeria's broadcast industry. It studies such issues as political broadcasting,

screen violence, video censorship and the impact of these issues on the broadcasting industry. Review of research and case studies pertaining to such issues is also expected in the course.

MAC414 - Station Management and Operations (2 Units)

It examines the types of administrative skills needed for running an average radio and television station. It also takes a look at programmes and programming, station marketing techniques and the basic principles and economics of media management. Programme planning, traffic control, personnel management, planning and directing of “live” broadcasts.

MAC415 - Organization and Management of Advertising and Public Relations Agencies (2 Units)

The course looks at the structure and management of advertising and public relations agencies. It examines media relations“ techniques, billing systems and client relations“ techniques. It also examines relevant entrepreneurial skills.

MAC416 Documentary Film Production (2 Units)

The course looks at various techniques for producing different types of drama for radio and television. It involves practical exercises and group work in blocking, casting, budgeting and acting. It is to discuss either drama/documentary alone for both radio and television or both drama and documentary for either radio or television. Areas to be covered include: History of the documentary form; Analysis of the creative and journalistic environment of the documentary; Film and video editing; Pioneers of the

MAC417 - Film Criticism (2 Units)

This is a study in the art and theory of film assessment and evaluation from the standpoint of scriptwriting, directing and aesthetics.

MAC419 - Computer-Assisted Reporting and Online Journalism (2 Units)

The course is a further development on CST111, CST121, MAC115 and

MAC125 (Applications of Computer including Desktop Publishing).

The components and activities include commercial online and in-house topical databases, electronic public records and electronic morgue (of past newspaper issues). Students are taught to write and edit news stories on the computer, design newspaper pages, and search for news materials on the internet.

MAC431 - New Communication Technologies (2 Units)

This course is designed to equip students with knowledge about New Information and communication technologies. It examines the technologies and application of computer and communication as well as multi-media system, data communication, the internet and the World Wide Web (www), hardware and software for production, presentation and transmission on video, voice, text and data. Implications, impacts and challenges of ICT on mass communication and society are also expected to be examined

MAC432 - Academic Writing in Mass Communication (2 Units)

This course focuses on the essentials of scholarly writing with emphasis on final year project writing. The course also prepares the student for writing publishable papers in reputable journals. The students are expected to write a mini-project, do proposals and study the different referencing styles.

PRE411 - PR in Non-Commercial Organizations (2 Units)

This course will deal with lobbying; practical planning for fund raising activities; the Local Governments and their activities; Special interest groups in the communities; international organizations (UN, UNESCO, FAO, AU, EU etc). Communication cycle in these organizations. There will be a case study PR in this course.

PRE414 - PR in Commercial Organizations (2 Units)

The course explores types, functions and structure of Non-Commercial organizations. Corporate image Advertising; Product advertising; PR as a management function; PR policies; PR Departments; Planning for special events; employee and community retention; financial PR as well as PR consultancy are all part of the content of this course.

PRE415 - Public Relations in Government (2 Units)

This course talks about the structure of government (i.e Federal, State and Local Governments); types of government; organs of government etc and how Public Relations is applied into its operations. The theory of separation of powers, citizens' rights, duties and obligations and how PR affects or influences all these are also part of focus of this course.

PRE416 - Public Relations in Practice (2 Units)

This course deals with issues related to PR for the business and professional associations; Utility and its public; PR for financial organizations; PR for Retailers; PR for Religious and Religious groups; PR in health services; PR for Newspaper and broadcasters.

Second Semester

MAC421 - Research Project (6 Units)

Students are to do a long essay in their area of interest under the supervision of a lecturer. Students draw from their gains in research courses during their programme, to contribute to knowledge in mass communication, with special relevance to the Nigerian setting. It is expected to be a Minimum of 5,000 words.

MAC422 - Drama and Documentary Production (2 Units)

The course looks at various techniques for producing different types of drama for radio and television. It involves practical exercises and group work in blocking, casting, budgeting and acting. It is to discuss either drama/documentary alone for both radio and television or both drama and documentary for either radio or television. Areas to be covered include: History of the documentary form; Analysis of the creative and journalistic environment of the documentary; Film and video editing; Pioneers of the documentary form; and Documentary/film production in Nigeria.

MAC423 – Rural/Community Broadcasting (2 Units)

An examination of the information needs of the grassroots and the use of the broadcast media for meeting them. The course studies ways of linking the government with the people through information dissemination, especially on community development projects. Practical production and evaluation research will also be considered.

MAC424 - Development Communication (2 Units)

This Course explores the role of various media of mass communication for achieving growth and development in National life. It involves the application of the theories of Communication in proffering solutions to development issues.

MAC425 - Mass Media and Politics (2 Units)

This course will discuss the relationship between the mass media and the political system. It will examine how both have influenced each other and the consequences of this for citizen participation in the political process and in general, the nature of politics and public policy process.

PRE422 - Legal and Ethical Aspects of Public Relations and Advertising Practice (2 Units)

Review of Media Laws and Ethics (See MAC410), Public Relations codes and ethics, e.g. the NIPR Code, the WAPRA Code, and the IPRA Code. Some national PR codes for comparison e.g. the IPR Code (Britain) and the PRSA Code (the USA).

PRE423 - International Public Relations (2 Units)

Analysis of trends, issues and problems confronting public relations departments in multinational corporations, nations and other organisations involved in international trade and business. The other dimension of the course is the familiarization of the students with the activities and codes of ethics of the international public relations associations (IPRA, WAPRA, etc). The course also deals with theories and models of IPR.

ADV422 - Case Studies in Advertising Management (2 units)

Analysis of actual advertising situations and study of how such situations may be tackled. Emphasis is given to management of advertising decision-making.

ADV424 - Political Advertising and Social Marketing (2 units)

Application of advertising principles and practice to the promotion and marketing of political personalities and ideas. This course is an overview of advertising, marketing and social branding.

MAC428 - Special Topics in Advertising and Public Relations (2 Units)

The study of current issues for which provision may not have been made in the established courses; for example, the ongoing legislative process regarding the ban on the advertising of cigarettes (and alcohol?) on television. What are the implications of such trends in law-making and how effective are the laws likely to be?