

NATIONAL INNOVATION DIPLOMA IN BROADCAST JOURNALISM

CURRICULUM AND COURSE SPECIFICATION

TV Journalism

CURRICULUM TABLE

DIPLOMA 1 - First Semester

Course Code	Course Title	L	P	CU	CH	Pre requisite	Course Status
GENS 101	English & Communication Skills	2	-	2	2		Core
GENS 103	Citizenship Education			1	15		Core
BCJ 105	Literature-in-English			2	2		Core
BCJ 101	Introduction to Mass Communication	.1	.1	2.	30.		Core
BCJ 105	News Writing I	.1	.1	2.	30.		Core
BCJ 107	History of Nigerian Media	.1	.1	2.	30.		Core
BCJ 107	Introduction to Broadcasting	.1	.1	2.	30.		Core
BCJ 109	Introduction to Broadcast Sound	1	1	2	30		Core
BCJ 113	Television Production	1	1	2	30		Cognate
BCJ 103	Camera and Studio Operation	.1	.1	2.	30		Cognate
BCJ 115	Issues in Nigeria Media	.1	.1	2.	30.		Elective
BCJ 113	Specialized Reporting	1	1	2	30		Core
Total				23	345		

Second Semester

Course Code	Course Title	L	P	CU	CH	Pre requisite	Course Status
BCJ 102	English for Broadcasting			2	30		Core
GEN 104	Introduction to Political Science			1	15		Core
SDV 114	Sociology			2	30		Core
BCJ 102	Principles of News Writing	1	2	3	30		Core
BCJ 104	Television Broadcasting in Nigeria	1	1	2	30		Core
BCJ 106	Mass Communication Theories I	2	-	2	30		Core
BCJ 108	Script Writing I	1	1	2	30		Core
BCJ 110	Research Methods I	1	1	2	30		Core

TVJD 112	Principles of Public Relations	1	2	3	30		Core
TVPD 103	Principles of Advertising	1	2	3	30		Cognate
TVJD 114	Integrated Marketing Communication	2	-	2	30		Elective
TVJD 116	Photography and Photojournalism I	1	2	3	30		Core
Total				23	345		

DIPLOMA 2 - First Semester

Course Code	Course Title	L	P	CU	CH	Pre requisite	Course Status
GENS 201	Entrepreneurship			2	30		Core
GENS 203	Introduction to ICT			1	15		Core
TVJD 201	Mass Communication Theories II	2	-	2	30		Core
TVJD 203	News Presentation	1	2	3	30		Core
TVJD 205	Photography and Photojournalism II	1	2	3	30		Core
TVJD 207	Investigative Journalism	1	2	3	30		Core
TVJD 209	Television Directing I	1	2	3	30		Core
TVJD 203	Editing Techniques I	1	2	3	30		Core
TVPD 205	Radio Production	1	1	2	30		Elective
TVJD 211	Media Law and Ethics	2		2	30		Core
TVJD 213	Online Reporting	1	2	3	30		Core
TVJD 215	Script Writing II	1	2	3	30		Core
TVJD 217	Research Methods II	2	-	2	30		Core
TVJD 219	Electronic Graphics	1	2	3	30		Cognate
Total				27	405		

Second Semester

Course Code	Course Title	L	P	CU	CH	Pre requisite	Course Status
TVJD 202	Development Communication	1	2	3	30		Core
TVJD 204	Media Management	2	-	2	15		Core
TVJD 206	Peace and Conflict Reporting	1	1	2	30		Core
TVJD 208	Entrepreneurship	1	1	2	30		Core

TVPD 210	OB Directing	1	1	2	30		Core
TVPD 212	Editing Techniques II	1	1	2	30		Core
TVJD 214	Specialized Reporting	1	1	2	30		Elective
TVJD 216		1	1	2	30		Elective
TVJD 218		1	1	2	30		Elective
TVJD 220				2	30		Core
TVJD 222	Final Year Project			4	60		Core
TVPD 224	Specialized Practical in Journalism	2	2	4	60		Cognate
Total				27	405		

COURSE DESCRIPTION

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: TVJD 101

DURATION: 2hrs/2 Credit Units

GOAL: This course is designed to afford students with basic understanding of the concepts, meaning, relevant channels and functioning of Mass Communication from the grassroots to the global arena.

GENERAL OBJECTIVES:

Haven successfully completed this course, students should:

- 1.0 Understand Mass Communication
- 2.0 Know the historical development of mass media
- 3.0 Know the characteristics of the Mass Media
- 4.0 Know the adjuncts of Mass Communication

COURSE: Introduction to Mass Communication			COURSE CODE: TVJD 101		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand Mass Communication				General Objective: 1.0 Have a general understanding of Mass Communication		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1- 3	1.1 Explain the need for Mass Communication	Explain the need for Mass Communication	Textbooks			
	1.2 Define the various concepts of Mass Communication	Define various concepts State basic Mass Communication				
	1.3 Discuss basic Mass	Communication				

	Communication theories 1.4 State various models of Mass Communication.	theories. Explain various models of Mass Communication.				
General Objective: 2.0 Know the historical development of the mass media			General Objective: 2.0 Know the historical development of the mass media			
4	2.1 Trace the historical development of Print	Discuss the historical development of Print	Textbooks Multimedia Projector Slides			
5	2.2 Trace the historical development of Radio	Discuss the historical development of Radio	Textbooks Multimedia Projector Slides			
6	2.3 Trace historical development of the film industry	Discuss the historical development of film	Textbooks Multimedia Projector Slides			
7	2.4 Trace the historical development of television.	Discuss TV's historical development	Textbooks Multimedia Projector Slides			
8	2.5 Discuss the historical development of	Explain the historical	Textbooks Multimedia			

	contemporary Mass media	development of contemporary Mass media	Projector Slides			
9	2.6 State the various perceptions in Communication.	Discuss the various perceptions in Communication.	Textbooks			
	General Objective: 3.0 Know the characteristics of the Mass Media			General Objective: 3.0 Know the characteristics of the Mass Media		
10	3.1 Outline the characteristics of the mass media	Explain the characteristics of the mass media	Textbooks e-Books Multimedia			
11	3.2 Examine the current trends in Mass communication	Discuss current trends in Mass communication	Textbooks e-Books Multimedia			
12	3.3 Discuss Globalization of Mass Media.	Explain Globalization of Mass Media.	Textbooks e-Books Multimedia			
	General Objective: 4.0 Know the adjuncts of Mass Communication			General Objective: 4.0 Know the adjuncts of Mass Communication		
	4.1					
	4.2 State the importance of the three of the adjuncts of mass media listed	Explain the importance of the three of the	Textbooks e-Books Multimedia			

	above.	adjuncts of mass media listed above. Eg. - easy access to news items. - cost effectiveness				
	4.3 State the characteristics of the three adjuncts of mass media listed above.	Explain the characteristics of the three adjuncts of mass media listed above.	Textbooks e-Books Multimedia			

COURSE TITLE: PRINCIPLES OF NEWS WRITING**COURSE CODE:** bcj 104**DURATION:** 2hrs/2 Credit Units**GOAL:** This course is designed to give the students necessary skills for understanding and writing broadcast news.**GENERAL OBJECTIVES:**

On completion of this course, the students should:

- 1.0 Understand the ethics and techniques of News Writing
- 2.0 Understand News Script for broadcast.
- 3.0 Know the different techniques in News writing.

COURSE: News Writing II			COURSE CODE: TVJD 101		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand the ethics and techniques of News Writing				General Objective: 1.0 Understand the ethics and techniques of News Writing		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1	1.1 Define Jargons, slangs and cliches in News Bulletin.	Explain the Jargons, slangs in News Bulletin	Textbooks, Sample News bulletin			
2	1.2 State the implications of incorporating Jargons, slangs and cliches in News Bulletin	Explain the implications of incorporating Jargons, slangs and clinches in News	Textbooks, Sample New bulletin			

		Bulletin				
	General Objective: 2.0 Understand News Script for broadcast.			General Objective: 2.0 Understand News Script for broadcast.		
3	2.1 Explain the various techniques of News writing	Discuss the various techniques of News writing	Textbooks, Sample New bulletin			
4	2.2 Define the followings: - the 5Ws; and -H of News writing.	Explain the followings: - the 5Ws; and -H of News writing.	Textbooks, Sample New bulletin			
5	2.3 Define the structures of News story.	Explain the structures of News story.	Textbooks, Sample News bulletin			
6	2.4 Describe News is written for broadcast.	Explain the process of writing News for broadcast.	Copies of bulletin	Write News for broadcast.	Demonstrate how to Write News for broadcast.	
7	2.5 Distinguish between broadcast news for radio, television and print.	Explain the differences between broadcast news for radio, television and print.	Textbooks, Sample New bulletin			

8	2.6 Define multiple lead story in News writing.	Explain multiple lead story in News writing.	Textbooks, Sample New bulletin			
	General Objective: 3.0 Know how to carry out Beat.			General Objective: 3.0 Know how to carry out Beat.		
9-12	3.1 Define Beats, eg. Judiciary, Government House, etc.	Discuss Beats, eg. Judiciary, Government House, etc.	Sample News Bulletin Textbooks	Simulate Beat News writing.	Guide the students on Beat News writing.	
	3.2 List Beat.	Explain different types of Beats, eg. Judiciary, Government House, etc.				
	3.3 State the general and specific characteristics of beat.	Discuss the general and specific characteristics of beat.				

COURSE TITLE: INTRODUCTION TO NEWS WRITING**COURSE CODE:** TVJD 103**DURATION:** 2hrs/ 2 Credit Units**GOAL:** This course is designed to provide students with the basic skills in News writing.**GENERAL OBJECTIVES:**

At the end of this course, the students should be able to:

- 1.0 Understand news writing
- 2.0 Know News writing techniques
- 3.0 Know how to produce the News.

COURSE: News Writing I			COURSE CODE: TVJD 103		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand what News writing entails				General Objective: 1.0 Understand what News writing entails		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1	1.1 Define various concepts of News writing	Explain various concepts of News writing	Textbooks e-Books Journals			
2	1.2 Explain the purpose of News Writing	Discuss the purpose of News writing	Textbooks e-Books Journals			
3-4	1.3 Explain the communication process of News	Discuss the communication process of News	Textbooks e-Books Journals			

	writing	writing, eg. -Straight/ Hard -Soft News				
5	1.4 List the basic principles of News writing	Explain principles of News writing	Textbooks			
6	1.5 List the types of news	Discuss the various News types	Textbooks			
General Objective: 2.0 Know News writing procedures				General Objective: 2.0 Know News writing procedures		
7	2.1 List the steps to News gathering	Explain how to gather news	Textbooks e-Books Journals Sample news bulletings.	Gather news through interview, observation, research.	Guide the students to: Gather news through interview, observation, research.	
8	2.2 List the steps of quality news writing	Explain the steps of quality news writing such as choosing topics, conduct interviews, research into topics, etc.	Textbooks e-Books Journals	Write news.	Guide the students to write news. Illustrate to the students how to write news.	
9	2.3 Explain the Logic, Language and style in news writing	Explain the Logic, Language and style in news writing	Textbooks e-Books Journals	Write news based on the Logic, Language and style.	Illustrate the Logic, Language and style in news writing	

	General Objective: 3.0 Know how to produce news			General Objective: 3.0 Know how to produce news		
10-11	3.1 Explain the following: (i) individual mini project in news writing. (ii) group mini project in News writing	Discuss the following: (i) individual mini project in news writing. (ii) group mini project in News writing	Textbooks e-Books Journals	Undertake the following: (i) individual mini project in news writing. (ii) group mini project in News writing	Assign these projects	Textbooks e-Books Journals
12	3.2 Analyze mini projects choosing topics, conduct interviews, research into topics, etc.	Discuss the challenges faced in carrying out mini projects.	Textbooks e-Books Journals Sampled news bulleting Camera Tapes Vehicles Midget	3.2 Critique of projects by students	Co-ordinate the critique	

COURSE TITLE: HISTORY OF NIGERIAN BROADCAST MEDIA

COURSE CODE: TVJD 104

DURATION: 2hrs/ 2 Credit Units

GOAL: This course is aimed to provide the students with the knowledge of the developments of the Broadcast Media in Nigeria.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Understand the basic concepts of broadcasting
- 2.0 Know the emergence of the Nigeria Broadcast media.
- 3.0 Understand how basic radio and television programmes are planned.
- 4.0 Understand how scripts are prepared for radio and television programmes.
- 5.0 Understand how radio and television programmes are produced.
- 6.0 Know how to present programmes for radio and television.
- 7.0 Know how outside broadcast is handled.

COURSE: Television Broadcasting in Nigeria			COURSE CODE: TVJD 104		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand the basic concepts of broadcasting				General Objective: 1.0 Understand basic concepts of broadcasting		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-2	1.1 Define the basic concepts of broadcasting.	Explain the basic concepts of broadcasting	Textbooks Charts Slides Films			

	1.2 Explain the nature of Nigerian`s radio and television.	Discuss the nature of Nigeria`s radio and television systems.	Textbooks Audio-visuals			
	General Objective: 2.0 Know the emergence of the Nigeria Broadcast media.			General Objective: 2.0 Know the emergence of the Nigeria Broadcast Media as well as agencies working with them		
3	2.1 Explain the emergence of the Nigeria broadcast media	Discuss the emergence of the Nigeria broadcast media	Textbooks Audio-visuals			
	2.2 List agencies working with the Nigeria broadcast media.	Explain roles of agencies working with the Nigeria broadcast media	Textbooks			
	2.3 Describe the functions of these agencies listed in 2.2 above.	Discuss the functions of these agencies listed in 2.2 above.	Textbooks			
	General Objective: 3.0 Understand how basic radio and television programmes are planned			General Objective: 3.0 Understand how basic radio and television programmes are planned		
4-5	3.1 Explain the conceptualization process of a programme.	Discuss the conceptualization process of a programme.	Textbooks and Journals	Demonstrate the conceptualization process of a programme bearing in mind a specific message.	Guide students on the conceptualization process of a programme bearing in mind a	

					specific message.	
3.2 Define target audience.	Explain how to determine the target audience for a programme.	Textbooks and Journals Charts	The students should identify a target audience.	Guide the students on identifying a target audience.		
3.3 Explain production elements.	Discuss production elements.	Textbooks and Journals				
3.4 State the limitations of production elements.	Discuss production elements and their limitations.	Textbooks and Journals				
3.4 Define talent hunt.	Discuss how to talent hunt.	Textbooks and Journals	Identify a talent.	Guide students to identify a talent.		
3.6 Describe an appropriate venue or location for production.	Explain an appropriate location for production.	Textbooks and Journals	Identify appropriate location for production.	Guide the students to identify appropriate location for production.		
3.7 Define props.	Explain the concept of props.	Textbooks and Journals Models Audio-visuals Props	Apply an appropriate prop for production.	Guide students to apply an appropriate prop for production.		

6-7	3.8 Define appropriate props for production.	Describe appropriate props for production.	Textbooks and Journals Models Audio-visuals Props	Demonstrate how to identify and apply an appropriate props.	Guide students to demonstrate how to identify and apply an appropriate props.	
	3.9 Define the concept of costume and make-up.	Explain the concept of costume and make-up.	Paint Brushes Paper Video clips Models	- Design a costume. - Create a make make-up concept. Construct a costume pattern.	Guide the students to: - Design a costume. - Create a make make-up concept. Construct a costume pattern.	
	3.10 Explain an appropriate budget (financial implications) for the production	3.10 Discuss an appropriate budget (financial implications) for the production	Charts Video clips	Prepare an appropriate budget (financial implications) for the production	Guide the students on how to prepare an appropriate budget (financial implications) for the production	
	General Objective: 4.0 Understand how scripts are prepared for radio and television programmes.			General Objective: 4.0 Understand how scripts are prepared for radio and television programmes.		
	4.1 Define different types of radio and television programmes.	Explain different types of radio and television programmes.	Charts Books	Select a radio or television programme of interest.	Guide students to select a radio or television programme of interest.	

8-9	4.2 Define the different types of scripts for radio and television.	the different types of scripts for radio and television.		4.1 Prepare a programme script.	Demonstrate a programme script.	Sample scripts, Textbooks
	4.3 Describe the stages of script preparation in radio and television programmes	Discuss the stages of script preparation in radio and television programmes	Textbooks Manual Charts	Script a programme	Demonstrate how to prepare a programme script.	Sample scripts, Textbooks
	4.4 Define the concept 'production script'	Explain the concept 'production script'	Books Manuals Charts	Draw a production script.	Demonstrate how to prepare a production script	Sample scripts, textbooks
	4.5 Define the concept of shooting script.	Explain the concept of shooting script.	Textbooks Manuals Scripts.	4.6 Mark out a shooting script	Demonstrate how to mark out a shooting script.	Sample scripts, textbooks
	General Objective 6.0 Know how to present programmes for radio and television.			General Objective 5.0 Understand how radio and television programmes are produced and directed		
	6.1 Define programme presentation.	Discuss programme presentation.	Textbooks Studio facilities Charts	Present a programme of your choice.	Demonstrate how to present a programme of choice.	Textbooks, Microphones

	6.2 Explain how a programme presenter communicates effectively with the audience.	Discuss the procedure of how a programme presenter communicates effectively with the audience.	Textbooks Studio facilities Charts	Present a programme of your choice.	Demonstrate how to present a Programme.	Textbook, Microphones
	6.3 Describe how to present the following: -regular programme such as news, talk shows, musical variety, interviews etc. - special programmes such as continuity, sports, ceremonial commentaries, documentations etc.	Discuss the presentation of regular and special programmes.	Books Manuals Charts	-Present regular programme such as news, talk shows, musical variety, interviews etc. - Present special programmes such as continuity, sports, ceremonial commentaries, documentations etc.	Demonstrate the presentation of these programme-regular programme such as news, talk shows, musical variety, interviews etc. - special programmes such as continuity, sports, ceremonial commentaries, documentations etc.	
	General Objective: 5.0 Understand how radio and television programmes are produced.			General Objective: 5.0 Understand how radio and television programmes are produced.		

10	5.1 Discuss how resources can be mobilized for the production of radio and television programmes such as news, talk show, drama, musicals, documentaries, etc.	Explain how resources can be mobilized for the production of radio and television programmes such as news, talk show, drama, musicals, documentaries, etc.	Books	Prepare draft for mobilization of resources for the production of radio and television programmes such as news, talk show, drama, musicals, documentaries, etc.	Guide students to prepare draft for mobilization of resources for the production of radio and television programmes such as news, talk show, drama, musicals, documentaries, etc.	
	5.2 Explain how resources can be utilized.	Describe how resources can be utilized.	Books MOU Documents	Prepare a template for how resources can be utilized.	Guide students to prepare a template for how resources can be utilized.	
	5.3 Explain the modalities for assigning responsibilities.	Discuss the modalities for assigning responsibilities.	Textbooks Production facilities Manuals	Carry out the responsibilities assigned by the teacher.	Assign responsibilities.	
	5.4 Define rehearsal in programme production.	Discuss rehearsal in programme production.	Textbooks Production facilities Manuals	Rehears programme before production.	Guide students on rehears programme before production.	

	5.5 Define a model programme.	5.5 Discuss a model programme.	Textbooks Production facilities Manuals Charts	Produce a model programme.	Guide the students to produce a model programme.	
	General Objective: 7.0 Know how outside broadcast is handled			General Objective: 7.0 Know how outside broadcast is handled		
11-12	7.1 Define outside broadcast .	Describe outside broadcast.	Textbooks, Outside broadcast facilities			
	7.2 State the common features of an outside broadcast.	Discuss the common features of an outside broadcast.	Textbooks, Outside broadcast facilities	Observe and document outside activities for broadcast.	Stage an outside broadcast programme for students to observe and document.	
	7.3 List the challenges and potentials of an outside broadcast.	Discuss the challenges and potentials of an outside broadcast.	Textbooks Video clips Outside broadcast facilities			
	7.4 State the coordination process of an outside broadcast.	Describe the process involved in coordinating an outside broadcast.	Textbooks Video clips Outside broadcast facilities	Co-ordinate an outside broadcast.	Guide the co-ordinate an outside broadcast.	

	7.5 Explain the production of an outside broadcast.	7.5 Describe the production of an outside broadcast.	Textbooks Video clips Outside broadcast Van Production facilities for outside broadcast.	Carry out an outside broadcast.	Guide the students to carry out an outside broadcast.	
--	---	--	--	---------------------------------	---	--

COURSE TITLE: MASS COMMUNICATION THEORIES I**COURSE CODE:** BCJ 106**DURATION:** 2hrs/ 2 Credit Units**GOAL:** This course is designed to introduce the students to the concepts, essence, types and applications of mass communication theories.**GENERAL OBJECTIVES:**

On completion of this course, the students should:

- 1.0 Understand basic concepts of Mass communication theories
- 2.0 Know the theories of the press
- 3.0 Know the applications of the theories in Mass Communication

COURSE: Mass Communication Theories I			COURSE CODE: TVJD 106		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand basic concepts of Mass communication theories				General Objective: 1.0 Understand basic concepts of Mass communication theories		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1 – 5	1.1 Define the concept of Mass Communication. 1.2 Explain the essence of mass communication theories. 1/3 List the types of Mass Communication theories.	Explain the concept and essence of mass communication theories.	Textbook, White board, Marker Internet Charts			
	1.4 Describe the basic models of mass communication.	Discuss the basic models of mass communication.	Textbook, White board, Marker Internet Charts			
	1.5 Explain the basic components of the models	Lecture	Textbook, White board, Marker			

	discussed in 1.2 above		Internet Charts			
	General Objective: 2.0 Know the theories of the press			General Objective: 2.0 Know the political theories of the press		
6 – 12	2.1 Define the theories of the press.	Explain the theories of the press.	Textbook, White board, Marker			
	2.2 List the different theories of the press.	Explain the different theories of the press.	Textbook, White board, Marker			
	2.3 State the applications of the theories of the press.	Discuss the applications of the theories of the press.	Textbook, White board, Marker			
	2.4 Understand the development media	Discuss the development media	Textbook, White board, Marker			
	General Objective: 3.0 Know the applications of the theories in Mass Communication			General Objective: 3.0 Know the applications of the theories in Mass Communication		
	3.1 Define the concept of Mass Communication theories	Explain the concept of Mass Communication theories				
	3.2 List the types of Mass Communication Theories	Explain the types of Mass Communication Theories				
	3.3 State the applications of Mass Communication	Discuss the applications of				

	theories.	Mass Communication theories.				
--	-----------	------------------------------------	--	--	--	--

COURSE TITLE: INTRODUCTION TO BROADCASTING**COURSE CODE:** BCJ 109**DURATION:** 2hrs/ 2 Credit Units**GOAL:** The course is designed to introduce the student to the skills necessary for radio and television broadcasting.**GENERAL OBJECTIVES:**

On completion of this course, the students should:

- 1.0 Know the organization and structure of radio and television broadcasting.
- 2.0 Understand the functions of a producer.
- 3.0 Understand the technical aspects of radio and Television broadcasting.
- 4.0 Know the types of radio and television programmes.
- 5.0 Understand the languages of radio and television directing.
- 6.0 Understand the legal aspects of radio and television production.
- 7.0 Know the preparation process of scripts for radio and television production.
- 8.0 Know the basic production techniques of radio and television programmes.
- 9.0 Know the professional and ethical codes of broadcasting.

COURSE: Introduction to Broadcasting			COURSE CODE: TVJD 107		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Know the organization and structure of radio and television broadcasting				General Objective: 1.0 Know the organization and structure of radio and television broadcasting		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-2	1.1 Explain the organizational chart of: (i) a radio station.	Illustrate the organizational chart of: (iv) a radio	An organizational chart of a typical	Draw the organizational chart of: (vi) a radio station.	Guise the students to draw the organizational chart of:	

	<p>(ii) television Station.</p> <p>1.2 Describe the positions, functions and relationships of the staff in the different departments in the radio station.</p> <p>1.3 Describe the positions, functions and relationships of the staff in the different departments in the Television Station.</p> <p>1.3 Describe the functions of operators in (i) a radio station.</p> <p>(iii) Television station.</p>	<p>station.</p> <p>(v) television Station.</p> <p>Explain the staff positions and inter departmental relationships and the need for Cooperation in the radio station.</p> <p>Describe the functions of technical staff in radio broadcasting</p> <p>Describe the functions of technical staff in television broadcasting.</p> <p>1.4 Explain the functions of operators in: (i) a radio station. (ii) television station.</p>	<p>Radio/Station</p> <p>Administrative manual of an ideal radio and television station Models</p>	<p>(vii) television Station.</p>	<p>(viii) a radio station. (ix) television Station.</p>	
	<p>General Objective: 2.0 Understand the responsibilities and functions of a producer</p>			<p>General Objective: 2.0 Understand the responsibilities and functions of a producer</p>		
3 – 4	2.1 Explain the	List out the functions	Textbooks			

<p>responsibilities of the producer.</p> <p>2.2 List the members of a typical radio and television production and explain their functions.</p> <p>2.3 Explain the functions of the radio and television production crew.</p> <p>2.4 Explain the operational terminologies involved in radio and television productions.</p>	<p>of the producer.</p> <p>State the composition of an ideal radio and television Production crew.</p> <p>Explain the functions of radio and television crew.</p> <p>Get students students with the operational terminologies involved in radio and television productions.</p>	<p>Charts Journals</p> <p>Textbooks, White board, Marker</p> <p>Textbooks, White board, Marker</p>			
<p>General Objective: 3.0 Understand the technical aspects of radio and Television broadcasting.</p>			<p>General Objective: 3.0 Understand the technical aspects of radio and Television broadcasting.</p>		

<p>5-6</p>	<p>3.1 Identify the different types of microphones and their uses.</p> <p>3.2 Describe audiotapes and recorders.</p> <p>3.3 Explain the recording process of audiotapes and recorders.</p> <p>3.4 Explain the types and functions of television cameras.</p> <p>3.5 List major radio and television production requirements and facilities.</p> <p>3.6 Explain the following: (i) an ideal radio and television studio procedures.</p>	<p>Explain different types of microphones and their uses</p> <p>Explain the types of audiotapes and recorders.</p> <p>Explain the recording process of audiotapes and recorders.</p> <p>Describe the nature and uses of video recorders.</p> <p>Describe the facilities and equipment for radio and television production.</p> <p>Explain the following: (i) an ideal radio and television studio</p>	<p>Uni-directional, Bi-directional, and Omi-directional, lavelier mic, Boom mic, Gun mics</p> <p>Audio tapes, Recorders VHS cassettes, VCD tapes'</p> <p>Analogue and digital video, Tapes and their different recorders.</p> <p>-Props - Types of camera - Digital video cam - Floor monitor(s) - Teleprompter - Studio, Cameras</p>	<p>Apply different types of microphones in production.</p> <p>Apply audio resources for recording.</p> <p>Identify the types of television cameras.</p> <p>Use television cameras.</p> <p>Identify the facilities for radio and television production.</p> <p>Demonstrate the</p>	<p>Guide the students to apply different types of microphones in production.</p> <p>Guide the students to apply audio resources in recording.</p> <p>Guide the students to identify television cameras.</p> <p>Guide the students to use television cameras.</p> <p>Guide the students to identify the facilities for radio and television production.</p> <p>Guide the students in</p>	
-------------------	--	---	---	---	---	--

<p>(ii) control room procedures.</p> <p>3.7 Describe the following: (i) audio console. (ii) video console.</p> <p>3.8 Explain the operations of the items in 3.7 above.</p> <p>3.9 Explain the need for sound in radio and television production.</p> <p>3.10 List the different types of lighting instruments for television production.</p> <p>3.11 Explain the need for lighting in television production</p> <p>3.12 Explain the uses of special effects in: (i) video production.</p>	<p>procedures. (ii) control room procedures.</p> <p>Arrange a visit to a typical radio/tv Station</p> <p>Explain the operations of the audio/ video consoles</p> <p>Explain the uses of sound in radio and television production</p> <p>Explain the different types of light and their effects on television production.</p> <p>State the importance of lighting in Television production</p> <p>Explain the uses of special effects in: (i) video production.</p>	<p>- Cassettes, Comuter, - Audio and video console, studio, recorders.</p> <p>Lighting instruments Dimmers. Filters.</p>	<p>following: (i) an ideal radio and television studio procedures. (ii) control room procedures.</p> <p>Demonstrate the different of sound in television and radio production.</p> <p>Identify different the different types of lighting instruments for television production. Demonstrate the application of lighting in television production.</p> <p>Demonstrate the uses of special effects in:</p>	<p>demonstrating (i) an ideal radio and television studio procedures. (ii) control room procedures.</p> <p>Guide the students to demonstrate the different of sound in television and radio production.</p> <p>Guide students to</p>	<p>Uni-directional, Bidirectional, and Own direction, mics, neck, boom, Gun mics Audio tapes, Recorders VHS cassettes, VCD tapes, Betacam/digital</p>
--	--	--	--	--	---

	(ii) audio production.	(ii) audio production.		(i) video production. (ii) audio production. .	demonstrate the uses of special effects in: (i) video production. (ii) audio production.	video, Tapes and their different recorders. -Studio - VHS cam - Betacam - Digital video cam - Floor monitor(s) - Teleprompter - Studio, Cameras - Cassettes, Comuter, - Audio and video console, studio, recorders
--	------------------------	------------------------	--	--	--	---

	General Objective: 4.0 Know the types of radio and television programmes.			General Objective: 4.0 Know the different types of programmes		
7-8	<p>4.1 Identify different types of radio and television programmes.</p> <p>4.2 Explain different types of radio and television programmes.</p> <p>4.3 State the objectives of each programme listed in 4.1 above.</p>	<p>Explain the different types of radio and television programmes.</p> <p>Explain different types of radio and television programmes.</p> <p>Explain the objectives of each programme type and the concept of time-belt in programming.</p>	<p>Textbooks, Administrative manual of a typical Radio/TV station, Programme schedule of a typical Radio/TV station.</p> <p>Textbooks, Administrative manual of a typical Radio/TV station, Programme schedule of an ideal Radio and</p>	<p>Participate in the production of radio and television programmes production.</p>	<p>Guide the students as they participate in the production of radio and television programmes production.</p>	

	4.4 Describe the concept of time-belt in programming.		television station			
General Objective: 5.0: Understand the languages of radio and television directing.			General Objective: 5.0: Understand the languages of radio and television directing.			
8	5.1 List the basic terminologies used in radio and television production. 5.2 Explain radio and television cues. 5.3 Explain the application of cues.	Explain the basic terminologies used in radio and television productions. Discuss different types of radio and television cues.	Textbooks, Cue cards, Visit to typical radio/TV Station	Demonstrate the basic terminologies used in radio and television productions Demonstrate radio and television cues. Demonstrate the application of cues.	Guide the students in demonstrating the basic terminologies used in radio and television productions. Guide students to demonstrate radio and television cues. Guide students to use cues.	Cue cards
General Objective: 6.0 Understand the legal aspects of radio and television production.			General Objective: 6.0 Understand the legal aspects of radio and television production.			
9	6.1 Explain the following: fees, royalties, frequency allocations, certifications etc.	Explain the following: fees, royalties, frequency allocations, certifications etc.	Books			

	6.2 Explain the implications of the items listed in 6.1.					
	General Objective: 7.0 Know the preparation process of scripts for radio and television production.			General Objective: 7.0 Know the preparation process of scripts for radio and television production.		
10	7.1 Explain scripting on radio and television productions.	Describe the process of scripting on radio and television productions.	Production script	Write scripts for radio and television production.	Guide the students to write scripts for radio and television production.	
	7.2 List the different types of scripts for radio and television productions; and their formats.	State the different types of scripts for radio and television productions; and their formats.	Documentaries News Jingles Sports	Develop pilot models of scripts for radio and television productions.	Guide the students to develop pilot models of scripts for radio and television productions.	
	7.3 Explain the differences between radio and television scripts.	Explain the differences between radio and television scripts, taking into consideration: Language applications, instructions, technicalities.	Presentation script, Camera script, Directing script, Production script, (bar-chart) Radio script, TV script			
	General Objective: 8.0 Know the basic production techniques of			General Objective: 8.0 Know the basic production techniques		

	radio and television programmes.			of radio and television programmes.		
11	<p>8.1 Explain the processes of news production.</p> <p>8.2 Explain programme presentation for radio and television.</p> <p>8.3 Describe the processes in programme presentation for radio and television.</p>	<p>Discuss the processes of news production.</p> <p>Discuss programme presentation for radio and television.</p>	<p>Books Press Releases Event coverages Scripting</p> <p>Studio facilities</p>	Carry out a particular programme presentation for radio and television.	Demonstrate to the students how to carry out programme presentation for radio and television.	
	General Objective: 9.0 Know the professional and ethical codes of broadcasting.			General Objective: 9.0 Know the professional and ethical codes of broadcasting.		
12	<p>9.1 Explain professional codes of practice.</p> <p>9.2 Describe the applications of professional codes of practice.</p>	<p>Discuss professional codes of practice.</p> <p>Discuss the applications of professional codes of practice.</p>	Textbooks on various codes	Simulate the applications of professional codes of practice.	Guide students to simulate the applications of professional codes of practice.	

COURSE TITLE: INTRODUCTION TO BROADCAST SOUND

COURSE CODE: BCJ 111

DURATION: Credit Units: 2

GOAL: This course is designed to enable the students understand sound, sand its uses in radio and television broadcasting.

GENERAL OBJECTIVES:

Haven successfully completed this course, students should:

- 1.0 Know the types of sound.
- 2.0 Understand the principles of sound
- 3.0 Know the uses of sound.
- 4.0 Understand live and post production of sound
- 5.0 Carry out projects in sound production.

COURSE: Introduction to Sound			COURSE CODE: TVPD 104		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Know the types of sound.				General Objective: 1.0 Know the types of sound.		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
	1.1 Explain the types of sound for radio and television production.	Describe the different types of sounds.	Sound equipment			
	1.2 Discuss the properties of sound	Explain the properties of sound.	Sound equipment			
	1.3 Explain the application of sound in radio and television	Discuss the application of sound in radio and	Studio facilities			

	production.	television production.				
	General Objective: 2.0 Understand the principles of sound			General Objective: 1.0 Understand the principles of sound		
1	2.1 Define Sound 2.2 List the characteristics of sound	Discuss the characteristics of sound.	Textbooks Textbooks Sound Instruments Studio resources			
2	2.3 Explain the classifications types of Microphones.	Illustrate with diagrams the classifications of Microphones.	Textbooks Models Real-life objects.			
3	2.4 Explain the polar patterns of microphones.	Illustrate with diagrams the polar patterns of Microphones.	Textbooks Models Real-life objects Charts	Design the placement patterns of microphones.	Demonstration the placement patterns of microphones.	Microphones
4	2.5 Explain the special of microphones such as boom, clip on, windshield, etc.	Discuss the special features of Microphones such as boom, clip on, windshield, etc.	Textbooks Models Real-life objects Charts	Demonstrate the special features of Microphones such as boom, clip on, windshield.	Guide students to demonstrate the special features of Microphones such as boom, clip on, windshield.	Boom, Windshield, clip on instructional tape/vcd, VT/Ved player

	General Objective: 3.0 Know the uses of sound.			General Objective: 3.0 Know the uses of sound.		
5 - 6	3.1 Explain the differences between creative and environmental sound, such as random, selective, realistic, fantasy and abstraction.		Textbooks Amplifiers Equalisers	Demonstrate the difference between creative and environmental sound, such as random, selective, realistic, fantasy and abstraction.	Guide the demonstration process.	
	3.2 Explain the functions of creative and environmental sound.	Discuss the functions of creative and environmental sound.	Textbooks Sound equipment	Carry out the simulation using creative and environmental sound.	Guide students to carry out simulation using creative and environmental sound.	
	General Objective: 4.0 Understand live and post production mixing of sound			General Objective: 4.0 Understand live and post production mixing of sound		
7 - 8	4.1 Explain the differences between live and post production of sound	Distinguish between line and production of sound	Mixer Mini sound recorder Relevant sound instruments	Demonstrate how to use a recorder/ mixer during recording.	Guide students to demonstrate how to use a recorder/ mixer during recording.	Sound Mixer
	4.2 Explain how to use a recorder/ mixer during recording	Describe how to use a recorder/ mixer during recording		Demonstrate how sound can be regulated and manipulated during post production through the use of laying tracks such as music special effects etc.	Guide students to demonstrate how sound can be controlled and manipulated during post production through the use of laying tracks such as music special effects etc.	
	4.3 Explain how sound can be regulated and manipulated during post production through the use of laying tracks such as music special effects etc.	Describe how sound can be regulated and manipulated during and post production through the use of laying tracks such				

		as music special effects etc.				
--	--	-------------------------------	--	--	--	--

PROGRAMME: NATIONAL INNOVATIVE DIPLOMA IN BROADCAST JOURNALISM

COURSE: ENGLISH FOR BROADCASTING

GOAL: The Course is designed to enable trainees to acquire basic speaking and writing skills in English for broadcasting.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Understand the Segmental features of English.
- 2.0 Understand the variations between speech sounds and spelling.
- 3.0 Understand Word Stress.
- 4.0 Understand sentence stress.
- 5.0 Understand the concept of intonation.
- 6.0 Understand basic grammatical concepts.
- 7.0 Understand the basics of sentence construction.
- 8.0 Understand how to report speeches
- 9.0 Understand the mechanics of writing for broadcasting.
- 10. Understand English terminologies for broadcasting.

COURSE SPECIFICATION: THEORETICAL CONTENTS

	General Objective: 1.0 Understand the Segmental features of English.			General Objective: 1.0 Understand the Segmental features of English.		
1.0	Specific Learning Outcome	Teacher’s Activity	Learning Resources	Specific Learning Outcome	Teacher’s Activity	Learning Resources
1.1	Identify organs of speech and their roles in speech	Describe the organs of speech and their roles in speech sound	Charts, textbooks, Language			

	sound production.	production.	Laboratory.			
1.2	Define vowels, consonants and diphthongs.	Describe vowels, consonants and diphthongs.	Charts, Textbooks, Language Lab multimedia			
	1.3 Classify vowels, consonants and diphthongs.	Describe vowels, consonants and diphthongs.				
1.4	Explain the phonemic symbols of the various speech sounds and identify them in words.	List the forty-four English phonemes and words in which they occur	Textbooks Charts Manuals	-Identify the phonemic symbols of the various speech sounds and identify them in words. - Write the phonemic symbols of the various speech sounds and identify them in words.	Guide the students to: -Identify the phonemic symbols of the various speech sounds and identify them in words. - Write the phonemic symbols of the various speech sounds and identify them in	

					words.	
1.5	Explain vowels and consonants.	Discuss vowels and consonants.	Language Laboratory Books	-Identify vowels and consonants through exercise. -Write vowels and consonants through exercise.	Guide students to: -Identify vowels and consonants through exercise. -Write vowels and consonants through exercise.	

	General Objective: 2.0 Understand the variations between speech sounds and spelling.			General Objective: 2.0 Understand the variations between speech sounds and spelling.		
2.0	Specific Learning Outcome	Teacher's Activity	Learning Resources			
2.1	Explain the different spelling realizations of speech sounds.	Discuss the different spelling realizations of speech sounds.	Textbooks Charts	-Identify the different spelling realizations of speech sounds. -Write the different spelling realizations of	Guide students to: -Identify the different spelling realizations of	

				speech sounds.	speech sounds. -Write the different spelling realizations of speech sounds.	
2.2	Explain silent consonants in a word.	Discuss silent consonants and exemplify them in words	Textbooks	-Identify silent consonants in a word. -Write silent consonant in a word.	Guide the students to: -Identify silent consonants in a word. -Write silent consonant in a word.	
2.3	Explain the phonemic realizations of the past tense marker (-ed) and the plural marker (s) in words	Discuss the three phonemic realizations of the past tense morpheme of regular verbs and the plural morpheme	Textbooks	Practice choice of words in pairs.		

	General Objective: 3.0 Understand Word Stress.			General Objective: 3.0 Understand Word Stress.		
3.0	Specific Learning Outcome	Teacher's Activity	Learning Resources	Specific Learning Outcome	Teacher's Activity	Learning Resources
3.1	Define stressed and an unstressed syllable.	Explain stressed and an unstressed syllable.	Textbooks	Identify stressed and an unstressed syllable.	Guide students to identify stressed and an unstressed syllable.	
3.2	List stressed syllables in words.	Explain how to identify a stressed syllable in words.	Textbooks, language lab multimedia	Practice how to identify a stressed syllable in words.	Guide students on how to identify a stressed syllable in words.	
3.3	List stressed syllables in word class pairs	Describe stressed syllables in word class pairs	Textbooks, language lab multimedia	<ul style="list-style-type: none"> - Identify stressed syllables in word class pairs. - Practice stressed syllables in word class pairs. 	Guide students to: <ul style="list-style-type: none"> - Identify stressed syllables in word class pairs. - Practice stressed syllables in word class pairs. 	

	General Objective: 4.0 Understand sentence stress			General Objective: 4.0 Understand sentence stress		
4.0	Specific Learning Outcome	Teacher's Activity	Learning Resources			
4.1	List weak and strong syllables of monosyllabic words	Explain weak and strong forms of monosyllabic words	Textbooks	-Transcribe weak and strong forms of monosyllabic words. -Practice weak and strong forms of monosyllabic words.	Guide students to: -Transcribe weak and strong forms of monosyllabic words. -Practice weak and strong forms of monosyllabic words.	
4.2	List weak and strong syllables in connected speech	Explain how weak and strong forms are used in connected speech	Textbooks, language lab multimedia	Identify how weak and strong forms are used in connected speech	Guide students to identify how weak and strong forms are used in connected speech	

	General Objective: 5.0 Understand the concept of intonation.			General Objective: 5.0 Understand the concept of intonation.		
5.0	Specific Learning Outcome	Teacher's Activity	Learning Resources	Specific Learning Outcome	Teacher's Activity	Learning Resources
5.1	Define intonation	Explain the meaning of intonation	textbooks	Practice the meaning of intonation.	Guide students to: -Practice the meaning of intonation. -Practice English sentences using the correct intonation.	
5.2	Explain the functions of intonation in English	Discuss the functions of intonation in English	textbooks			

	General Objective: 6.0 Understand basic grammatical concepts.			General Objective: 6.0 Understand basic grammatical concepts.		
6.0	Specific Learning Outcome	Teacher's Activity	Learning Resources	Specific Learning Outcome	Teacher's Activity	Learning Resources
6.1	List parts of speech and their functions	Explain parts of speech and their functions	Textbooks	Identify parts of speech and their functions	Guide students to identify parts of speech and their functions	
6.2	Explain the correct tenses in sentences	Discuss the correct tenses in sentences	Textbook	Practice the correct tenses in sentences	Guide students to practice the correct tenses in sentences	
6.3	Explain active and passive voice in sentences.	Discuss active and passive voice in sentences.	Textbook	Convert active to passive voice in sentences.	Guide students to convert active to passive voice in sentences.	
6.4	List the rules of Subject-verb agreement in sentences	Explain the rules of Subject-verb agreement in sentences	Textbook	Apply the rules of Subject-verb agreement in sentences	Guide students to apply the rules of Subject-verb agreement in sentences	

	General Objective: 7.0 Understand basics of sentence construction.			General Objective: 7.0 Understand basics of sentence construction.		
7.0	Specific Learning Outcome	Teacher's Activity	Learning Resources	Specific Learning Outcome	Teacher's Activity	Learning Resources
7.1	List the elements of sentence	Explain the elements of the basic sentence	Textbook	Read sentences and pick out the elements.	Guide students to read sentences and pick out the elements.	
7.2	List different types of sentences	Explain different types of sentences	Textbook	Construct different types of sentences.	Guide students to construct different types of sentences	

	General Objective: 8.0 Understand how to report speeches.			General Objective: 8.0 Understand how to report speeches.		
8.0	Specific Learning Outcome	Teacher's Activity	Learning Resources			
8.1	Explain direct speech and reported speech	Explain direct speech and	Textbook	Convert sentence from direct speech	Guide students to convert sentence from	

		reported speech		to reported speech	direct speech to reported speech	
10.2	List the rules for reporting sentences.	Explain the rules for reporting sentences	Textbook			

	General Objective: 9.0 Understand the mechanics of writing for broadcasting.			General Objective: 9.0 Understand the mechanics of writing.		
9.0	Specific Learning Outcome	Teacher's Activity	Learning Resources	Specific Learning Outcome	Teacher's Activity	Learning Resources
9.1	Define punctuation marks in broadcast writing.	Explain punctuation marks and their uses	Textbook	Punctuate sentences correctly	Guide students to punctuate sentences correctly	
9.2	Explain the uses of punctuation marks.	Explain the uses of punctuation marks.	Textbook			
9.3	State how to punctuate sentences.	Explain how to punctuate sentences.				

	General Objective: 10.0 Understand English terminologies for broadcasting.			General Objective: 10.0 Understand English terminologies for broadcasting.		
10.0	Specific Learning Outcome	Teacher's Activity	Learning Resources	Specific Learning Outcome	Teacher's Activity	Learning Resources
10.1	List English terminologies for broadcasting.	Discuss different English terminologies for broadcasting.	Textbooks Charts	Prepare a list English terminologies for broadcasting.	Guide students to prepare a list English terminologies for broadcasting.	
10.2	Explain how English terminologies are used in broadcasting.	Discuss how English terminologies are used in broadcasting.	Textbook	Practice how English terminologies are used in broadcasting.	Guide students to practice how English terminologies are used in broadcasting.	
10.3	Explain the characteristics of English terminologies in broadcasting.	Describe the characteristics of English terminologies in broadcasting.				

COURSE TITLE: RESEARCH METHODS I**COURSE CODE: TVJD 110****DURATION: 2hrs/ 2 Credit Units****GOAL:** This course is designed to introduce students to the types, methods and processes of research.**GENERAL OBJECTIVES:**

Haven successfully completed this course, students should:

- 1.0 Know the concept of research.
- 2.0 Know research processes.
- 3.0 Understand the different types of research.
- 4.0 Know the terminologies in research.
- 5.0 Know the methods of research.

COURSE: Research Method I			COURSE CODE: TVJD 110		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Know the concept of research.				General Objective: 1.0 Know the concept of research.		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-2	1.1 State the different types of research.	Explain the different types of research.	Textbooks Journals Textbooks	Draw up State the different types of research. Proposals.	Guide the students in drawing up research proposals.	
	1.2 State the objectives of research	Explain the importance of		Analyse the research proposal.	Guide the students in	

	1.3 Explain the processes of research methodology.	research. in the method of research in the method of science. Discuss the processes of research methodology.	Textbooks	Critique selected research samples.	analyzing the research proposals. Guide the students to critique selected research samples.	
General Objective: 2.0 Know research processes.			General Objective: 2.0 Know research processes.			
3-5	2.1 State the classifications of research studies. 2.2 Describe the process of data collection in research. 2.3 Explain the types of data, and how to collect them-Primary data. -Secondary data.	Define the classes of research. Discuss the techniques of data collection. Discuss the types of data, and how to collect them.	Books, Journals Textbooks, Journals Video clips Textbooks, Journals	Choose appropriate research methods. Apply the instruments for data collection. Carry out: -Primary data collection. -Secondary data collection.	Guide students to choose appropriate research methods. Guide the students to apply the instruments for data collection. Guide the students to carry out: -Primary data collection. -Secondary data	

	2.4 State the advantages and disadvantages of the two types of data collection.	Discuss the advantages and disadvantages of the two types of data collection.	Textbooks, Journals Samples of instruments for data collection.		collection.	
	2.5 Explain the concept of sampling, types of sampling and the techniques.	Discuss the concept of sampling, types of sampling and the techniques.	Textbooks Charts			
	General Objective: 3.0 Understand the difference types of research.			General Objective: 3.0 Understand the difference types of research.		
6-7	3.1 Describe the characteristics/ attributes of media research.	Explain the differences between media and others.	Textbooks Research instruments Charts			
	3.2 State the limitations of media research.	Explain the limitations in media research and other types.				
	3.3 Distinguish between quantitative and qualitative research.	Explain the differences between qualitative and quantitative research				

	General Objective: 4.0 Know the terminologies in research.			General Objective: 4.0 Know the terms of social research		
8-9	4.1 Describe the terminologies media research.	Explain the terminologies used in media research, such as sampling, variables, etc.	Textbooks			
	4.2 Explain how to apply these terminologies.	Discuss how to apply these terminologies.	Textbooks			
	General Objective: 5.0 Know the methods of data processing and analysis.			General Objective: 5.0 Know the methods of data processing and analysis.		
10-12	5.1 Explain data processing techniques.	Discuss data processing techniques with examples.	Textbook Charts Data collection instruments Samples of research instruments.	Carry out data processing.	Demonstrate to the students how to carry out data processing.	
	5.2 List the important steps in data processing.	Discuss the important steps in data processing.				
	5.3 Explain the methods in data presentation.	Discuss the methods in data presentation.				
	5.4 Explain the methods in	Discuss the				

	<p>data analysis.</p> <p>5.5 Explain results of the data analysis.</p> <p>5.6 Explain the writing structure and language in the report.</p>	<p>methods in data analysis.</p> <p>Discuss the methods in data analysis.</p> <p>Discuss the writing structure and language in the report.</p>				
--	---	--	--	--	--	--

COURSE TITLE: ISSUES IN NIGERIA MEDIA**COURSE CODE:** TVJD 111**DURATION:** 2hrs/ 2 Credit Units**GOAL:** This course is designed to give students sound knowledge and awareness on the issues bordering Nigeria media**GENERAL OBJECTIVES:**

Haven successfully completed this course, students should:

- 1.0 Have a general understanding of Nigeria media
- 2.0 Know the problems bordering Nigeria’s media this 21st century.

COURSE: Issues in the Nigeria Media			COURSE CODE: TVJD 111		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
	General Objective: 1.0 Have a general understanding of Nigeria media			General Objective: 1.0 Have a general understanding of Nigeria media		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1	1.1 Understand Media	Explain Media	Textbooks, White board, Marker			
2	1.2 Know the history of the Nigeria media	Discuss the History of Nigeria media	Textbooks, White board, Marker			
3	1.3 Know the various types of media in Nigeria	Discuss the various types of media in Nigeria	Textbooks, White board, Marker			
4	1.4 Know the role of each media	Discuss the role of the radio, TV etc in Nigeria	Textbooks, White board, Marker			

5	1.5 Appreciate the role of the media in Nigeria	Explain the role of the media	Textbooks, White board, Marker			
General Objective: 2.0 Know the problems bordering Nigeria`s media this 21 st century				General Objective: 2.0 Know the problems bordering Nigeria`s media this 21 st century		
6	2.1 Understand the Media Partisanship	Discuss the Media Partisanship	Textbooks, White board, Marker			
7	2.2 Understand the Deregulation of electronic broadcast in Nigeria	Discuss the Deregulation of electronic broadcast in Nigeria	Textbooks, White board, Marker			
8	2.3 Understand the Censorship	Discuss the Censorship	Textbooks, White board, Marker			
9	2.4 Discuss Brown envelope syndrome	Discuss the Brown envelope syndrome	Textbooks, White board, Marker			
10	2.5 Discuss the Press review	Discuss the Press review	Textbooks, White board, Marker			
11	2.6 Discuss the Online Journalism	Discuss the Online Journalism	Textbooks, White board, Marker			

12	2.7 Discuss the ownership influence	Discuss the ownership influence	Textbooks, White board, Marker			
-----------	-------------------------------------	---------------------------------	--------------------------------	--	--	--

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

COURSE CODE: BCJ 112

DURATION: 2hrs/ 2 Credit Units

GOAL: This course is to provide students with the knowledge of public relations.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Understand Public relations
- 2.0 Know the processes of good public relations

COURSE: Principles of Public Relations			COURSE CODE: BCJ 112		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand Public relations				General Objective: 1.0 Understand Public relations		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-5	1.1 Define Public relations	Explain Public relations.	Textbooks, Journals, White board, Marker			
	1.2 Define basic concepts of Public relations.	Explain basic concepts of Public relations.	Textbooks, Journals, White board, Marker			
	1.3 Explain the importance of public relations to a journalist.	Discuss the importance of public relations as a journalist.	Textbooks, Journals, White board, Marker Charts Press Releases			

	<p>1.4 Explain the following in relation to Public Relations: publicity, advertising and propaganda.</p> <p>1.5 List public relations organization/agencies.</p>	<p>Discuss the following in relation to Public Relations: publicity, advertising and propaganda.</p> <p>Explain public relations organization/agencies.</p>	<p>Textbooks, Journals, White board, Marker</p>			
	<p>General Objectives: 2.0 Know the processes of good public relations</p>		<p>General Objectives: 2.0 Know the processes of good public relations.</p>			
6-12	<p>2.1 State the processes of a good public relations.</p> <p>2.2 List the characteristics of good Public relations.</p> <p>2.3 State how organizations can maintain public relations.</p> <p>2.4 State the tools of Public relations.</p>	<p>Explain the processes of a good public relations.</p> <p>Explain the characteristics of good public relations.</p> <p>Explain how organizations can maintain public relations.</p> <p>Explain the tools of Public relations.</p>	<p>Textbooks, Journals, White board, Marker</p> <p>Textbooks, Journals, White board, Marker Press Releases</p>			

	<p>2.5 Explain public relations as a management function.</p> <p>2.6 List issues in public relations.</p> <p>2.7 State the followings: internal, and external publics of public relations.</p>	<p>Discuss public relations as a management function.</p> <p>Discuss the issues of public relations.</p> <p>Discuss the followings: internal, and external publics of public relations.</p>				
--	--	---	--	--	--	--

COURSE TITLE: PRINCIPLES OF ADVERTISING

COURSE CODE: BCJ 114

DURATION: 2hrs/ 2 Credit Units

GOAL: The course is designed to acquaint the students with the historical development in advertising.

GENERAL OBJECTIVES:

On successful completion of this course, the students should:

- 1.0 Understand the concept of advertising
- 2.0 Know the history of advertising.
- 3.0 Know the principles and practices in advertising.
- 4.0 Know the roles and structures of advertising agencies, advertisers, and the media.
- 5.0 Appreciate the role of advertising in the society.
- 6.0 Understand the various types of advertising.
- 7.0 Understand the role of research in advertising.
- 8.0 Know how to prepare and produce advertising materials.
- 9.0 Understand the legal, social and ethical implications in advertising.

COURSE: Principles of Advertising			COURSE CODE: TVJD 111		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand the concept of advertising				General Objective: 1.0 Understand advertising		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1	1.1 Define the concept of advertising. 1.2 Describe the following in relation to broadcasting: advertising,	Explain the term advertising giving its various shades of meanings. Explain the following in relation to broadcasting:	Textbooks, Journals, Periodicals, Internet			

	publicity, public relations and propaganda.	advertising, publicity, public relations and propaganda.				
	General Objective: 2.0 Know the history of advertising			General Objective: 2.0 Know the history of advertising		
2	2.1 Trace the history of advertising. 2.2 Trace the development of advertising in broadcasting.	Explain the history of advertising. Discuss the development of advertising in broadcasting.	Textbooks, Journals, Periodicals, Internet			
	General Objective: 3.0 Know the principles and practices of advertising.			General Objective: 3.0 Know the principles and practices in advertising.		
3	3.1 Define the principles of advertising. . 3.2 Explain the practice of advertising in broadcasting. 3.3 Describe the organizational structure of the following: - Advertising agency. -Advertiser organization. - Media	Discuss the principles and practices in advertising. Discuss the practice of advertising in broadcasting.	Textbooks, Journals, Periodicals, Internet			

	General Objective: 4.0 Know the roles and structures of advertising agencies, advertisers, and the media.			General Objective: 4.0 Know the roles and structures of advertising agencies, advertisers, and the media.		
4	<p>4.1 Define the following terms: advertising agency, advertiser and media.</p> <p>4.2 Describe the organizational structure of the following: advertising agency, advertiser organization, and media.</p> <p>4.3 State the functions of the following: advertising agency, advertiser organization, and media.</p>	<p>Explain the following terms: advertising agency, advertiser and media.</p> <p>Discuss the organizational structure of the following: advertising agency, advertiser organization, and media.</p> <p>Explain the functions of the following: advertising agency, advertiser organization, and media.</p>	Textbooks, Journals, Periodicals, Internet			
	General Objective: 5.0 Appreciate the role of advertising in the society.			General Objective: 5.0 Understand the various types of advertising		
5	5.1 Explain the role of advertising in the society.	Discuss the role of advertising in the society.eg. information, awareness, presentation of ideas,	Textbooks, Journals, Periodicals, Internet			

	<p>5.2 Explain the relationship between advertising and marketing.</p> <p>5.3 List the marketing conditions that make advertising thrive in the society.</p> <p>5.4 State the challenges of advertising.</p>	<p>etc. Explain how advertising and marketing are inter-related.</p> <p>Enumerate the conditions that make advertising thrive.</p> <p>Discuss the challenges of advertising.</p>				
	<p>General Objective: 6.0 Understand the various types of advertising.</p>		<p>General Objective: 6.0 Understand the various types of advertising.</p>			
6	<p>6.1 List the different types of advertising.</p> <p>6.2 List key advertising media.</p>	<p>Explain the various types of advertising (selective, hard-sell, soft-sell, display, classified, local, regional, national, international, etc)</p> <p>Classify and discuss the major media of advertising (e.g. radio, television, newspaper, magazine, cinema, outdoor, transit, internet, etc).</p>	<p>Textbooks, Journals, Periodicals, Internet</p>			

	<p>6.3 Explain the characteristics of the media in 6.2 above and the differences between them.</p> <p>6.4 Distinguish between above-the-line and below-the-line advertising.</p>	<p>Explain the characteristics of various advertising media.</p> <p>State the differences between above-the-line and below-the-line advertising, explaining their respective characteristics.</p>				
	General Objective: 7.0 Understand the role of research in advertising			General Objective: 7.0 Understand the role of research in advertising		
7	<p>7.1 Define advertising research.</p> <p>7.2 Explain the importance of research in advertising.</p> <p>7.3 Explain the basic methodology for doing advertising research.</p>	<p>Explain what is implied by advertising research.</p> <p>Explain the importance of research in advertising giving reasons.</p> <p>Discuss the various methods of conducting research in advertising</p>	<p>Textbooks, Journals, Periodicals, Internet</p> <p>Textbooks, Journals, Periodicals, Internet</p> <p>Textbooks, Journals, Periodicals, Internet</p>			

	General Objective: 8.0 Know how to prepare and produce advertising materials			General Objective: 8.0 Know how to prepare and produce advertising materials		
8	8.1 Trace the stages in the preparation of advertising materials for press, magazine, radio, television, outdoor and the internet. 8.2 Define copywriting in advertising. 8.3 Define layout in advertising.	State the various stages of preparing advertising material e.g. planning, research, brain storming, contact reports, designs and illustrations copy, layout, story board production etc. Explain the term copywriting. Explain the term layout and list the various types of layout.	Textbooks, Journals, Periodicals, Internet	Prepare simple copy/ layout for posters and press advertisement. Prepare simple copy/layout for posters and press advertisements.	Demonstrate the preparation of copy/ layout for posters and press advertisement. Practice how to prepare simple copy and layout for advertisements.	
	General Objective: 9.0 Understand the legal, social and ethical environment of advertising			General Objective: 9.0 Understand the legal, social and ethical environment of advertising		
9-10	9.1 Examine the legal, ethical and social environment for the advertising of goods and services (with particular	Explain the legal, social and ethical frame work for advertising with emphasis on	Textbooks, Journals, Periodicals, Internet.			

	emphasis on the Nigerian situation).	Nigerian.				
	9.2 Explain “illegal advertisement”	Explain what constitute illegal advertisements.				
	9.3 List types/examples of such advertisements.	Give examples of such advertisements.				
	9.4 Explain the need for a code of ethics in advertising.	Discuss the need for a code of ethics in advertising.				
	9.5 Examine the Nigerian code of advertising practice.	Explain the major provisions of the Nigerian code of advertising practice.				
	9.6 Explain the roles of regulatory and professional bodies like AAPN Association, of Advertising Practitioners of Nigeria, Outdoor Advertising	Explain the history and roles of the listed regulatory and professional bodies.				

	<p>Association of Nigeria: OAAN, Advertisers Association of Nigeria (ADVAN) BON – Broadcasting organization of Nigeria. Newspaper Proprietors Association of Nigeria (NPAN) media Independent Practitioners Association of Nigeria (MIPAN) in the controlling of advertising practice.</p> <p>9.7 Outline the constraints of consumerism.</p>	<p>Discuss the constraints of consumerism</p>				
--	---	---	--	--	--	--

COURSE TITLE: SPECIALIZED REPORTING

COURSE CODE: TVJD 113

DURATION: 2hrs/ 2 Credit Units

GOAL: This course is designed to introduce students to the basic principles of reporting special/technical issues and prepare them for the demands/implications of specialization.

GENERAL OBJECTIVES:

Haven successfully completed this course, students should:

- 1.0 Understand the principles of Specialized reporting
- 2.0 Present specialized reports

COURSE: Specialized Reporting			COURSE CODE: TVJD 113		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand the principles of specialized reporting				General Objective: 1.0 Understand the principles of specialized reporting		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-6	1.1 Define specialized Reporting	Explain the term specialized reporting.	Textbooks, Mass Media, Personal sources			
	1.2 State the purpose of specialized reporting	Explain the significance of specialized reporting	Textbooks, Mass Media, Personal sources			
	1.3 Examine the kind of issues ,which must					

	often lead themselves to specialized reporting	Explain various issues that present opportunities	Textbooks, Mass Media, Personal sources			
	1.4 Describe the process of specialized reporting					
	1.5 Explain the implication of specialized reporting	Explain the various stages of specialized report (e.g. identification references, analysis presentation etc). Explain ethical conditions governing specialized reporting,	Textbooks, Mass Media, Personal sources			
		Enumerate the legal conditions that govern specialized reporting	Textbooks, Mass Media, Personal sources			
	1.6 Apply the concepts of specialized reporting	Discuss concepts of specialized reporting	Textbooks, Mass Media, Personal sources			

	1.7 Discuss environment contemporary issues in specialized reporting	Discuss contemporary issues in specialized reporting	Textbooks, Mass Media, Personal sources			
	General Objectives: 2.0 Know how to present specialized reports			General Objectives: 2.0 Know how to present specialized reports		
7 -12	2.1 Explain the structure of a specialized report	Explain the different parts of a specialized report.	Textbooks, Mass Media, Personal sources			
	2.2 Explain the language requirement of a specialized report	Explain how specialized reports are written, emphasizing language (style, usages etc)	Textbooks, Mass Media, Personal sources			
				2.3 Present a specialized report	Assign and supervise the execution of a specialized reportage project	Textbooks, Mass Media, Personal sources
				2.4 Produce specialized reports on issues		Textbooks, Mass media,

						Personal sources.
--	--	--	--	--	--	-------------------

COURSE TITLE: MARKETING COMMUNICATION**COURSE CODE: BCJ 116****DURATION: 2hrs/ 2 Credit Units****GOAL:** This course is aimed at provide students with the basic knowlwdge of marketing communicationintended to provide students with sound knowledge of the basics of marketing and its importance.**GENERAL OBJECTIVES:**

On completion of this course, the students should:

- 1.0 Understand the basic principles and concepts of marketing communication.
- 2.0 Understand the marketing environment.
- 3.0 Understand the role of marketing communication in the society.
- 4.0 Know the organizational structures that promote marketing activities.
- 5.0 Understand consumer motives and habits.
- 6.0 Understand the techniques of marketing research.

COURSE: Integrated Marketing Communication			COURSE CODE: BCJ 116		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand the basic principles and concepts of marketing communication.				General Objective: 1.0 Understand the basic principles and concepts of marketing communication.		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-2	1.1 Define marketing communication.	Discuss marketing communication.	Books, Journals, Periodicals, Internet			

<p>1.2 List the basic principles and concepts in marketing communication.</p>	<p>Explain the basic principles and concepts in marketing communication. e.g consumerism, marketing concepts, social marketing concept, selling concept etc.</p>	<p>Books, Journals, Periodicals, Internet</p>			
<p>1.3 Trace the historical development of marketing communication.</p>	<p>Explain the historical development of marketing communication.</p>	<p>Books, Journals, Periodicals, Internet</p>			
<p>1.4 Explain the roles of marketing and its relevance to Mass communication.</p>	<p>Describe the relationship between marketing and mass communication.</p>	<p>Books, Journals, Periodicals, Internet</p>			
<p>1.5 List the elements of marketing mix.</p>	<p>Discuss the elements of the marketing mix.</p>				

	<p>1.6 State marketing information systems.</p> <p>1.7 Define market.</p> <p>1.8 State the types of markets.</p> <p>1.8 Explain the essence of competition in marketing.</p>	<p>Explain marketing information system with examples.</p> <p>Discuss markets.</p> <p>Discuss competition using SWOT analysis for illustration.</p>				
	General Objectives: 2.0 Understand the marketing environment			General Objectives: 2.0 Understand the marketing environment		
3-4	<p>2. 1 Define marketing environment</p> <p>2.2 State the uncontrollable variables (i.e economic, political, legal, social/cultural, technological and physical that influence marketing.</p> <p>2.3 List the controllable variables (ie product</p>	<p>Discuss marketing environment</p> <p>Explain the uncontrollable variables (i.e economic, political, legal, social/cultural, technological and physical that influence marketing.</p> <p>Explain the controllable</p>	<p>Books, Journals, Periodicals, The Internet</p> <p>Books, Journals, Periodicals, The Internet</p> <p>Books,</p>			

	price, place, promotion, promise, people, process and physical presence that influence marketing. 2.4 Relate controllable to uncontrollable factors and how both affect marketing programmes and policies.	variables (ie product price, place, promotion, promise, people, process and physical presence that influence marketing. Discuss controllable to uncontrollable factors and how both affect marketing programmes and policies.	Journals, Periodicals, The Internet Books, Journals, Periodicals, The Internet			
	General Objective: 3.0 Understand the role of marketing communication in the society.			General Objective: 3.0 Understand the role of marketing communication in the society.		
5-6	3.1 Define society. 3.2 List the roles of marketing to society. 3.3 State the social responsibilities of marketers. 3.4 State marketing ethics.	Explain society. Discuss the roles of marketing to society. Explain the social responsibilities of marketers. Explain marketing ethics.	Books, Journals, Periodicals, The Internet	Carry out a critique of marketing practices.	Guide the students to carry out a critique of marketing practices.	

	3.5 Define consumerism.	Explain the concept of consumerism.				
	3.6 Explain relevant issues in marketing.	Discuss various issues in marketing.				
	General Objective: 4.0 Know the organizational structures that promote marketing activities.			General Objective: 4.0 Know the organizational structures that promote marketing activities		
7-8	4.1 State the role of marketing communication in an organization.	Explain the role of marketing communication in an organization.	Books, Journals, Periodicals, The Internet			
	4.2 List types of marketing organizational structures.	State types of marketing organizational structures.				
	4.3 State the roles of marketing communication structures in an organization.	Explain the roles of marketing communication structures in an organization.				
	General Objective: 5.0 Understand consumer motives and habits			General Objective: 5.0 Understand consumer motives and habits		
9-10	5.1 Define consumer motives and habits.	Discuss consumer buying habits.	Books, Journals, Periodicals, The Internet			

<p>5.2 State consumer buying habits.</p>	<p>Enumerate the various buying habits and explain how they are formed.</p>				
<p>5.3 Explain the impact of buying motives and habits on marketing.</p>	<p>Explain how these motives and habits affect marketing.</p>				
<p>5.4 List the factors influencing marketing communication.</p>	<p>Explain the factors influencing marketing communication.</p>				
<p>5.5 Explain demographic variables of consumers.</p>	<p>Explain the various demographic factors influencing marketing.</p>				
<p>5.6 Distinguish industrial goods from consumer goods.</p>	<p>Explain the difference between industrial goods from consumer goods with examples.</p>				
<p>5.7 Explain market segmentation.</p>	<p>Discuss segments and explain how they are formed.</p>				

	General Objective: 6.0 Understand the techniques of marketing research.			General Objective: 6.0 Understand the techniques of marketing research.		
11-12	<p>6.1 Define marketing research.</p> <p>6.2 Explain marketing research procedure.</p> <p>6.3 List types of marketing research.</p> <p>6.4 State the following in marketing research: - data collection - data analysis.</p> <p>6.5 Define marketing communication research report.</p>	<p>Explain marketing research.</p> <p>Discuss marketing research procedure.</p> <p>Explain types of marketing research.</p> <p>Explain the following in marketing research: - data collection - data analysis.</p> <p>Explain marketing communication research report.</p>	<p>Books, Journals, Periodicals, The Internet</p>	<p>Collect and analyse marketing data.</p>	<p>Guide students to Collect and analyse marketing data.</p>	

--	--	--	--	--	--	--

COURSE TITLE: PHOTOJOURNALISM I

COURSE CODE: BCJ 118

DURATION: 3hrs/ 3 Credit Units

GOAL: The course is designed to give students sound knowledge of photojournalism.

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know the history of photography.
- 2.0 Know the parts and types of cameras.
- 3.0 Know the different types of films and chips.
- 4.0 Understand the photographic process.

COURSE: Photojournalism I			COURSE CODE: BCJ 118		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 2		
General Objective: 1.0 Know the history of Photography				General Objective: 1.0 Know the history of Photography		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-3	1.1 Trace the history of photography. 1.2 List the types of camera. 1.3 Explain the use of photography in Mass Communication.	Explain the development of photography. Discuss the types of camera. Discuss the use of photography in Mass Communication.	Textbooks, Cameras, Newspaper/Magazine Video clips			
General Objective: 2.0 Know the parts and types of cameras.				General Objective: 2.0 Know the types and parts as well as models of cameras.		

4-6	<p>2.1 List different types of cameras.</p> <p>2.2 List the models of camera.</p> <p>2.3 List the parts of a camera.</p> <p>2.4 Explain the speeds of the camera.</p>	<p>Describe different types of cameras.</p> <p>Describe the models of camera.</p> <p>Discuss the parts of a camera.</p> <p>Describe the speeds of the camera.</p>	<p>Samples of camera and accessories</p> <p>Textbooks</p>	<p>Identify different camera types.</p>	<p>Guide students in identifying different camera types.</p>	
<p>General Objective: 3.0 Know the different types of films and chips.</p>			<p>General Objective: 3.0 Know the different types of films and chips.</p>			
7-9	<p>3.1 List the different types of films</p> <p>3.2 Explain the sensitivity, density and speed (ASA) of different types of films and chips.</p> <p>3.3 Explain film and chips exposure.</p> <p>3.4 Explain the use of different types of films and chips.</p>	<p>Describe different types of films</p> <p>Discuss the ASA of films i.e. sensitivity, density and speed of different types of films.</p> <p>Discuss film and chip exposure.</p> <p>Discuss the use of different types of Films and chips.</p>	<p>Textbooks</p> <p>Camera films</p> <p>Chips</p>	<p>Use photographic films and chips.</p>	<p>Demonstrate the use of photographic films and chips.</p>	

	General Objective: 4.0 Understand the photographic process.			General Objective: 4.0 Understand the photographic process		
10-12	4.1 List the types of light.	Explain the types of light.	Textbooks Lighting instruments Charts.	Demonstrate the photographic process.	Guide the students to demonstrate the photographic process.	
	4.2 Explain the nature of lighting.	Discuss the nature of lighting.				
	4.3 State the basic principles of lighting.	Discuss the basic principles of light as it affects photography				
	4.4 Explain the value of light.	Discuss the value of light.				
	4.5 Describe the changes that take place when light meets a surface.	Explain in general the role of light in photography.				
	4.6 Explain the creative use of lighting.	Discuss the creative use of lighting.				
	4.7 Describe the photographic process in broadcast journalism.	Explain the photographic process in broadcast journalism.				

--	--	--	--	--	--	--

COURSE TITLE: MASS COMMUNICATION THEORIES II

COURSE CODE: TVJD 201

DURATION: 2hrs/ 2 Credit Units

GOAL: This course is designed as a follow-up to Mass Communication I and is also aimed at introducing students to the concepts, essence and types of mass communication theories.

GENERAL OBJECTIVES:

Haven successfully completed this course, students should:

- 1.0 Understand the media effect theories
- 2.0 Understand the media violence theories

COURSE: Mass Communication Theories			COURSE CODE: TVJD 201		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Understand the media effect theories				General Objective: 1.0 Understand the media effect theories		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1	1.1 Understand the bullet	Discuss the bullet	Textbooks, White board, Marker			
2	1.2 Understand the two-step model	Discuss the two-step model	Textbooks, White board, Marker			
3	1.3 Understand the individual difference approach	Discuss the individual difference approach	Textbooks, White board, Marker			

4	1.4 Understand the agenda setting theories	Discuss the agenda setting theories	Textbooks, White board, Marker			
5	1.5 Understand the gratification theories	Discuss the gratification theories	Textbooks, White board, Marker			
6	1.6 Understand the diffusion of innovation theories	Discuss the diffusion of innovation theories	Textbooks, White board, Marker			
7	1.7 Understand the selectivity theories	Discuss the selectivity theories	Textbooks, White board, Marker			
8	1.8 Understand the play theories	Discuss the play theories	Textbooks, White board, Marker			
9	1.9 Understand the knowledge –gap theories	Discuss the knowledge-gap theories	Textbooks, White board, Marker			

	General Objective: 2.0 Understand the media violence theories			General Objective: 2.0 Understand the media violence theories		
10	2.1 Understand the catharsis theories	Discuss the catharsis theories	Textbooks, White board, Marker			
11	2.2 Understand the instigator theories	Discuss the instigator theories	Textbooks, White board, Marker			
12	2.3 Understand the critical theories	Discuss the critical theories	Textbooks, White board, Marker			
13	2.4 Understand the observational learning and imitation theories	Discuss the observational learning and imitation theories	Textbooks, White board, Marker			

COURSE TITLE: PHOTOGRAPHY AND PHOTOJOURNALISM II

COURSE CODE: TVJD 205

DURATION: 2hrs/ 2 Credit Units

GOAL: The course is designed as a follow-up to Photography and Photojournalism I and is also aimed at giving students knowledge of good photography, process of photo production and use of the camera.

GENERAL OBJECTIVES:

Haven successfully completed this course, students should:

- 1.0 Know camera manipulation
- 2.0 Know darkroom procedure
- 3.0 Know how to communicate with photographs
- 4.0 Be able to carry out projects to express their photographic aesthetics

COURSE: Photography and Photojournalism II			COURSE CODE: TVJD 205		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 Know camera manipulation				General Objective: 1.0 Know camera manipulation		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-4	1.1 Explain film loading and unloading.	Explain film loading and unloading	Textbooks, Camera film			
	1.2 Explain focal setting and shutter speed.	Explain focal setting and shutter speed	Textbooks, Camera film			

				<p>1.3 Load and unload films in cameras.</p> <p>1.4 Determine the appropriate positions before shooting.</p> <p>1.5 Use different types of films to take pictures that tell stories – capture the action and mood</p>	<p>Demonstrate how to load and unload films in cameras.</p> <p>Explain</p> <p>Demonstrate</p>	<p>Cameras, Black and white processing Kit, Photo enlarger, Negative viewer</p> <p>Cameras, Black and white processing Kit, Photo enlarger, Negative viewer, Camera films</p>
	1.6 Explain lighting system in photography.	Explain lighting system in	Textbooks			

		photography		1.7 Demonstrate the process involved in the development and printing photographs	Demonstrate	Photo printing materials
General Objective: 2.0 Know dark room procedure			General Objective: 2.0 Know dark room procedure			
5-8	2.1 Explain darkroom procedure.	Explain procedures in the darkroom	Textbooks, Darkroom chemical solutions	2.2 Mix the chemical solutions, developer and fixer (hypo) 2.3 Test solutions for appropriate temperature. 2.4 Develop films and print photographs. 2.5 Dry and trim prints to	Show how chemical solutions are mixed. Demonstrate and show how to test solution, for required temperature Show how to develop film print, dry and trim to size.	Darkroom, Chemical solutions, Camera Films, Photo papers, Photo enlarger, Paper shearing machine, Developer, fixer, time, scissors, washing basins, thermometers, developing tanks.

				appropriate sizes		
	General Objective: 3.0 Know how to communicate with photographs			General Objective: 3.0 Know how to communicate with photographs		
9-12	3.1 Select successful prints and arrange them in order of sharpness.	Explain how to sort out good prints.	Photo albums, Scissors, Trimming machine, Newspapers and Magazine			
	3.2 Select the print most suitable for a particular story.	Explain why a print is preferable to the other in story.		3.3 Crop, scale and caption	Describe and demonstrate how to crop a film, scale and write caption.	Photographs

COURSE TITLE: LITERATURE**COURSE CODE:** BCJ 103**DURATION:** 2hrs/ 2 Credit Units**GOAL:** This course exposes the students to the meaning and relevance of the figurative expressions in broadcasting.**GENERAL OBJECTIVES:** On completion of this course, the students should:

- 1.0 Understand the concept of Literature.
- 2.0 Understand the types of Literature
- 3.0 Understand the figurative expressions.
- 4.0 Understand the Genres of Literature.
- 5.0 Understand how to re-do selected text.

COURSE: LITERATURE			COURSE CODE: BCJ 103		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objectives: 1.0						
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
General Objectives: 1.0 Understand the concept of Literature.				General Objectives: 1.0 Understand the concept of Literature.		
	1.1 Define the concept of Literature. 1.2 Explain the scope of Literature. 1.3 Explain the relevance of Literature in broadcasting.	Explain the concept of Literature. Discuss the scope of Literature. Discuss the relevance of Literature in broadcasting.	Books Manuals Journals			
General Objectives: 2.0 Understand the types of Literature				General Objectives: 2.0 Understand the types of Literature		

	<p>2.1 Define two types of Literature.</p> <p>2.2 List the classification of Literature.</p> <p>2.3 Explain the relationship between written and oral Literature.</p>	<p>Explain two types of Literature.</p> <p>State the classification of Literature.</p> <p>Discuss the relationship between written and oral Literature.</p>		Identify different forms of Literature.		
	General Objectives: 3.0 Understand the figurative expressions.			General Objectives: 3.0 Understand the figurative expressions.		
	<p>3.1 Define figurative expressions.</p> <p>3.2 List types of figures of speech.</p> <p>3.3 State how figurative expressions are used in Literature.</p>	<p>Explain figurative expressions.</p> <p>State the types of figures of speech.</p> <p>Explain how figurative expressions are used in Literature.</p>		Identify figurative expressions in a written text.	Guide students to identify figurative expressions in a written text.	
	General Objectives: 4.0 Understand the Genres of Literature.			General Objectives: 4.0 Understand the Genres of Literature.		
	<p>4.1 Define genres of Literature.</p> <p>4.2 List the different sources of Literature.</p> <p>4.3 Define prose, drama and poetry.</p> <p>4.4 State the features of</p>	<p>Discuss genres of Literature.</p> <p>State the different sources of Literature.</p> <p>Discuss prose, drama and poetry.</p> <p>Explain the features</p>				

	item 4.3. 4.5 Explain types of prose, drama and poetry.	of item 4.3. Explain types of prose, drama and poetry.				
	General Objectives: 4.0 Understand how to re-do selected text.			General Objectives: 4.0 Understand how to re-do selected text.		
	5.1 Explain the theme, type, plot and character in Dizzy Angel. 5.2 Explain the major incidence in the book Lion & the Jewel. 5.3 Explain the significance of the incidence to the development of the book Lion & the Jewel. 5.4 List the theme, style and role of characters in the book, Lion & the Jewel. 5.5 Explain the major incidence in the play, Our Husband Has Gone Mad Again, by Ola Rotimi. 5.6 List the theme, style,	Discuss the theme, type, plot and character in Dizzy Angel. Disuss the major incidence in the book Lion & the Jewel. Discuss the significance of the incidence to the development of the book Lion & the Jewel. State the theme, style and role of characters in the book, Lion & the Jewel. Discuss the major incidence in the play, Our Husband Has Gone Mad Again, by Ola Rotimi. Discuss the theme,	Dizzy Angel Lion and the Jewel Our Husband Has Gone Mad Again Rising Sun	<ul style="list-style-type: none"> • Read the following books: <ul style="list-style-type: none"> - Dizzy Angel - Lion and the Jewel - Our Husband Has - Gone Mad Again • Pick out the theme, subject matter and poetic devices in Rising Sun. • Pick out the theme, subject matter, style and plot of the following books: <ul style="list-style-type: none"> - Dizzy Angel - Lion and the Jewel - Our Husband Has - Gone Mad Again 	Guide the students to: <ul style="list-style-type: none"> • read the following books: <ul style="list-style-type: none"> - Dizzy Angel - Lion and the Jewel - Our Husband Has - Gone Mad Again • pick out the theme, subject matter and poetic devices in Rising Sun. 	

	<p>characters in the play named above.</p> <p>5.7 Explain the poem Rising Sun.</p> <p>5.8 Explain the poem, Ours to Plough not to to Plunder.</p>	<p>style, characters in the play named above.</p> <p>Discuss the poem Rising Sun.</p> <p>Discuss the poem Rising Sun.</p> <p>5.8 Explain the poem, Ours to Plough not to to Plunder.</p>			<ul style="list-style-type: none"> • pick out the theme, subject matter, style and plot of the following books: <ul style="list-style-type: none"> - Dizzy Angel - Lion and the Jewel - Our Husband Has - Gone Mad Again 	
--	---	--	--	--	--	--

COURSE TITLE: INVESTIGATIVE JOURNALISM

COURSE CODE: TVJD 207

DURATION: 2hrs/ 2 Credit Units

GOAL:

GENERAL OBJECTIVES:

COURSE: Investigative Journalism			COURSE CODE: TVJD 207		CONTACT HOURS: 60	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective:				General Objective:		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources

COURSE TITLE: MEDIA LAW AND ETHICS

COURSE CODE: TVJD 213

DURATION: 2hrs/ 2 Credit Units

GOAL: The course is designed to acquaint students with the legal and ethical sanctions and constraints on Mass Communication

GENERAL OBJECTIVES:

Haven successfully completed this course, students should:

- 1.0 Understand the meaning of law and the law of defamation
- 2.0 Know the major criticisms against the law of libel and its defenses
- 3.0 Understand the law of sedition
- 4.0 Understand contempt of court
- 5.0 Know restrictions on reportage of court proceedings.
- 6.0 Understand the law of copyright
- 7.0 Know the official secrets Act.
- 8.0 Know the restrictions on invasion of privacy.
- 9.0 Understand the conventions guiding pressmen’s disclosure of news sources.

- 10.0 Understand the restriction on the publication of confidential information.
- 11.0 Know the background to and development of ethical theories and the growth of morality, including the idea of “the good”
- 12.0 Analyze the various ethical factors and problems in mass communication.
- 13.0 Understand the major ethical issues in Nigerian society generally.

COURSE: Media law and ethics			COURSE CODE: TVJD 213		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objective: 1.0 .Understand the meaning of law and the law of defamation				General Objective:		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1	1.1 Define law 1.2 Define defamation, libel and slander. 1.3 Distinguish between libel and slander 1.4 Identify important elements of libel 1.5 Identify types of libel.	Define law, Explain reasons for knowledge of law in Mass communication. Define and distinguish between defamation, libel and slander Explain types of libel.				

	General Objective: 2.0 Know major criticisms against the law of libel and its defenses					
2	<p>2.1 List the various criticisms against the law of libel.</p> <p>2.2 List the various defenses in libel: a. Fair comment b. Rolls of plea. c. Public interest. d. Privilege</p> <p>2.3.Explain the defenses</p>	<p>Explain opposition and criticisms against the law of libel.</p> <p>Explain types of defenses in libel e.g. fair comment, public interest, privilege etc.</p> <p>Using newspapers or magazines show evidence of past libel cases.</p>	Textbooks, Newspaper			
	General Objective: 3.0 Understand the law of sedition					
3	<p>3.1 Define sedition.</p> <p>3.2 Examine the law of sedition in Nigeria.</p> <p>3.3 Explain criminal libel.</p>	<p>Explain sedition</p> <p>Explain how the law of sedition operates in Nigeria.</p> <p>Explain the criminal aspect of libel.</p>	Textbooks			

	General Objective: 4.0 Understand contempt of court					
4	1.10 Define contempt of court.	Explain contempt of court.	Textbooks			
	1.11 Identify kinds of contempt.	Explain different kinds of contempt				
	1.12 Explain sanctions that may be imposed by the court	Enumerate the dos and don'ts in court. Describe penalties and sanctions imposed by the court				
	General Objective: 5.0 Know restrictions on reportage of court proceedings.					
5	5.1 Identify the restrictions on reporting of divorce and ancillary proceedings.	Explain the various restrictions on news gathering and reporting in Nigeria.	Textbooks			
	5.2 Enumerate the restrictions on the reporting of proceedings involving children.	Describe restrictions on court proceedings e.g divorce, children, indecent details etc.				
	5.3 Outline the restrictions					

	<p>on the reporting of indecent details, proceeding in chambers etc.</p> <p>5.4 Explain the restrictions on the taking of photographs in court.</p>	<p>Explain other restrictions in court proceedings such as taking of photographs etc.</p>				
<p>General Objective: 6.0 Understand the law of copyright</p>						
6	<p>6.1 Define copyright</p> <p>6.2 List the legal restrictions of musical, dramatic and artistic works.</p> <p>6.3 Explain copyright in news, title, nom de plume etc.</p> <p>6.4 Explain copyright in works of employees.</p> <p>6.5 Describe remedies for</p>	<p>Explain copyright</p> <p>Explain copyright restrictions of musical, dramatic and artistic works.</p> <p>Explain other copyright in title, works of employees.</p> <p>Describe</p>	<p>Textbooks</p>			

	infringement of copy right. 6.6 Explain period, ownership and transfer of copyright.	compensation for infringement of copyright. Explain use, ownership, transfer of copyright.				
General Objective: 7.0 Know the official secrets act						
7	7.1 Define official documents. 7.2 Identify types of official documents a reporter can or cannot demand to see	Describe official's documents. Describe documents a reporter can have access to ,describe documents a reporter cannot have access to, explain why a reporter should not demand to see certain documents	Textbooks			
General Objective: 8.0 Understand the restrictions on invasion of privacy and the law of protected space						
8	8.1 Define snooping	Explain snooping and the likely offences that may arise from it.	Textbooks			

	<p>8.2 Describe some offences that can arise from snooping.</p> <p>8.3 Explain situations in which invasion of privacy may be justified.</p>	<p>Explain invasion of privacy and the situations for its occurrence, Describe how some situations may justify invasion of privacy.</p> <p>Describe areas that are prohibited to the reporter and explain reasons for the prohibition.</p>				
	<p>General Objective: 9.0 Understand the conventions guiding pressmen's disclosure of news source</p>					
9	<p>9.1 Identify circumstances under which a journalist may be required to reveal a source of information.</p> <p>9.2 Explain penalties for a journalist who withholds a source of information he</p>	<p>Explain different circumstances a journalist may be required to reveal the source(s) of his information.</p> <p>Explain penalties for a journalists' refusal to reveal the</p>	Textbooks			

	has been asked to reveal.	source of information when asked to do so.				
	General Objective: 10.0 Understand the restrictions on the publication of confidential information					
10	10.1 Explain confidential information. 10.2 Describe circumstances in which the court can or cannot restrain the publication of confidential information.	Explain why some information is regarded as confidential Describe circumstances in which the court can restrain publication of confidential information, Describe circumstances in which the court cannot restrain the publication of confidential information	Textbooks			
	General Objective: 11.0 Know the background to and development of ethical theories and the growth of morality, including the idea of “the Good’					
11	11.1 Define ethics and morality.	Explain ethics and morality.	Textbooks			

	<p>11.2 Identify ethical theories.</p> <p>11.3 Describe ethical theories.</p> <p>11.4 Compare and contrast ethical theories in terms of their characteristics and how they have influenced moral thoughts and beliefs over time.</p> <p>11.5 Examine the critical factors which are responsible for the moral development of the individual</p>	<p>Describe ethical theories.</p> <p>Distinguish between ethical theories, Moral thoughts and beliefs.</p> <p>Enumerate the factors responsible for the moral development of the individual.</p>				
	General Objective:12.0 Analyze the various ethical factors and problems in mass communication					
12	12.1 Analyze the moral qualities which a professional mass communicator must have as a civilized member of an organized human society.	Explain moral qualities expected from a mass communicator and when to put them into use.	Textbooks			

<p>12.2 Explain the moral qualities which a professional mass Communicator must exhibit in his relationships with information sources.</p>					
<p>12.3 Explain the various ethical issues, which the Professional mass communicator must take into account in the process of information collection.</p>	<p>Explain ethical issues necessary for effective news gathering by the mass Communicator.</p>				
<p>12.4 Explain the ethical issues, which should govern the construction and publication of news and other kinds of messages by the professional communicator.</p>	<p>Explain the ethical issues which should form the basics of the mass communication relationship with all members of the society</p>				
<p>12.5 Analyze the ethical issues which come into play in the professional mass communicator's relationship with his</p>					

	<p>professional colleagues.</p> <p>12.6 Analyze the ethical issue which come into play in the professional mass communicator's relationship with his employers and employees.</p> <p>12.7 Analyze the ethical factors governing the relationship between the professional mass communicator and mass communication audiences.</p> <p>12.8 Explain the ethical factors governing the relationship between mass media institutions and other organizations, including government agencies and officials.</p> <p>12.9 Analyze the ethical issues involved in the relationship between mass media organizations and</p>					
--	---	--	--	--	--	--

	members of the public					
	General Objective: 13.0 Understand the major ethical issues in Nigerian society generally					
13	<p>13.1 Enumerate the various ethical issues which Nigerians have to live with.</p> <p>13.2 Analyze the relative importance of the ethical issues influencing human behavior and relationships in the society.</p> <p>13.3 Analyze the extent to which the ethical issues have contributed to the molding of the kind of society, which Nigeria has today.</p> <p>13.4 Explain how the general ethical issues in the country are related to ethical issues in specific fields of human endeavour, including mass communication.</p>	<p>Explain ethical issues peculiar to Nigerians.</p> <p>Describe the level to which ethical issues have assisted in the moral development of the Nigerian society.</p> <p>Describe how ethical standards can be further enhanced in Nigeria.</p>	Textbooks			

	<p>13.5 Explain how ethical problems in Nigeria can be resolved.</p>	<p>Describe the various ways in which thorough professional training, good salary and good conditions of service can be used to maintain and sustain high ethical standards.</p>				
	<p>13.6 State how high ethical standards can be maintained in Nigeria.</p>	<p>Enumerate some high standards of ethical performance in mass communication.</p>				

COURSE TITLE: SCRIPT WRITING I**COURSE CODE:** BCJ 108**DURATION:** 2hrs/ 2 Credit Units**GOAL:** This course is aimed at providing students with basic skills in writing production scripts for broadcast.**GENERAL OBJECTIVES:**

Haven successfully completed this course, students should:

- 1.0 Understand the basic elements in script writing.
- 2.0 Understand different types of radio and television scripts.
- 3.0 Know the development of radio and television scripts.

COURSE: Scripting Writing I			COURSE CODE: BCJ 108		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objectives: 1.0 Understand the basic elements in script writing.				General Objectives: 1.0 Understand the basic elements in script writing.		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-2	1.1 Define a production script. 1.2 State the need for a script in radio and television production. 1.2 List elements of the following: –Radio script. -Television script.	Describe a production script. Describe the need for a script in radio and television production. Discuss the elements of the following:	Textbooks Sample scripts			

		-Radio and television. -Production script.				
	General Objectives: 2.0 Understand different types of radio and television scripts.			General Objectives: 2.0 Understand different types of radio and television scripts.		
4 -10	2.1 State the types of radio and television scripts. 2.2 List the different parts of radio and television scripts. 2.3 Explain the parts listed above.	Discuss the types of radio and television scripts. Discuss the different parts of radio and television scripts. Discuss the parts listed above.	Textbooks Sample scripts			
	General Objectives: 3.0 Know the development of radio and television scripts.			General Objectives: 3.0 Know the development of radio and television scripts.		
11-12	3.1 State the process of development of radio and television scripts	Discuss the process of development of radio and television scripts				
	3.2 State the qualities of a good production script.	Discuss the qualities of a good production script.	Textbooks Sample scripts			
	3.3 State factors for a good production script.	Discuss the factors for a good production script.				
	3.4 Dine the script writer.	Explain the production script				

		writer.				
	3.5State the roles of the script writer.	Discuss the roles of the script writer.				

COURSE TITLE: SCRIPT WRITING II**COURSE CODE:** TVPD 217**DURATION:** 2hrs/ 2 Credit Units**GOAL:** This course is designed as a follow-up to Script Writing I and is also aimed at providing students with basic skills in writing scripts.**GENERAL OBJECTIVES:**

Haven successfully completed this course, students should:

- 1.0 Understand the basic elements in script writing
- 2.0 Understand the components of script writing
- 3.0 Be able to write a scene script

COURSE: Scripting Writing II			COURSE CODE: TVPD 217		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objectives: 1.0 Understand the basic elements in script writing				General Objectives: 1.0		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
1-2	1.1 Define Synopsis	Discuss Synopsis	Textbooks			
	1.2 Define Outline	Discuss Outline	Textbooks			
	1.1 Define Research	Discuss Research	Textbooks			
General Objectives: 2.0 Understand the components of script writing						
4 -10	1.1 Discuss the drama components of scriptwriting e.g characterization ,	Lecture	Textbooks	Show examples by way of analyzing films	Screening of relevant films	Tape Video players, projector

	<p>setting, plot/story narrative and dialogue</p> <p>1.2 Discuss the film component of scriptwriting e.g Camera, space, and time, camera angles and movements.</p> <p>1.3 Discuss how clustering and brainstorming can be used to generate story ideas</p> <p>1.4 Discuss Visual Compositioning</p>	<p>Lecture</p> <p>Lecture</p> <p>Illustration</p>	<p>Textbooks</p> <p>Textbooks</p> <p>Cardboard, marker, masking tape, papers, pencils and erasers</p>	<p>Evaluate these through analysis of films.</p>	<p>Screening of relevant films</p> <p>Screening of relevant films</p>	<p>Tape Video players, projector</p> <p>Tape, Video player, projector</p>
	General Objectives: 3.0 Be able to write a scene script.					
11-12				3.1 Write a scene script	Demonstrate to students how to write a scene script	Scripting materials

COURSE TITLE: RESEARCH METHODS II**COURSE CODE:** TVJD 219**DURATION:** 2hrs/ 2 Credit Units**GOAL:** This course is designed to introduce the student to the methods/processes of scientific mass communication research so as to enable him/her carry out simple independent research project in mass communication.**GENERAL OBJECTIVES:**

Haven successfully completed this course, students should:

- 1.0 Know the sources and types of data.
- 2.0 Know the methods of data collection.
- 3.0 Know data processing
- 4.0 Know simple statistical measurements.
- 5.0 Know how to write and present research report.
- 6.0 Understand ethical issues in research

COURSE: Research Methods II			COURSE CODE: TVJD 219		CONTACT HOURS: 30	
COURSE SPECIFICATION: Theoretical Content: 1				Practical Content: 1		
General Objectives: 1.0				General Objectives: 1.0		
WEEK	Specific Learning Outcome	Teachers Activities	Learning Resources	Specific Learning Objectives	Teachers Activities	Learning Resources
	1.1 Identify the sources of data for research.	Define data, Explain the sources of data.	Textbooks			
	1.2 Explain the role of the library in learning and research.	Explain the importance of the library.				
	1.5 Describe the	Explain the types				

	<p>types of materials available in the library for research e.g. book, journals, tapes, newspaper and magazine, encyclopedia and other reference materials and how to access them.</p> <p>1.6 Describe the use of oral materials for research.</p> <p>1.7 Describe the importance and use of the internet as a source of data for research.</p>	<p>of materials available in the library.</p> <p>Describe the use of oral materials for research.</p> <p>Explain the importance of the internet for sourcing materials.</p> <p>Explain the two types of data and primary and secondary data.</p> <p>Explain their uses.</p>				
--	---	---	--	--	--	--

	<p>1.8 Describe the 2 types of data (secondary and primary) and how to obtain them.</p> <p>1.9 Explain the importance and limitations of each of them.</p>					
General Objective: 2.0 Know the methods of data collection				General Objective: 2.0		
	<p>1.10 Distinguish different types of data as in 1.6 above.</p> <p>1.11 Explain the different methods of collecting data, e.g Questionnaire, interview, Observation.</p>	<p>Explain different types of data identifies in 1.6</p> <p>With examples, explain different data collection instruments: questionnaire, coding schedule, interview, guide.</p>	<p>Textbooks, Samples of Questionnaire, Coding schedule</p>			

<p>1.12 Describe how to design a questionnaire and coding schedule.</p>	<p>Explain question and coding schedule design.</p>				
<p>1.13 Explain the differences between a research interview and other types of interview e.g. journalistic interview.</p>	<p>Explain how to conduct a research interview.</p>				
<p>1.14 Explain how to administer data collection instruments, e.g. Questionnaire.</p>	<p>Explain how to administer a questionnaire.</p>				
<p>1.15 Distinguish between participants and non-participant observation.</p>	<p>Explain the difference between participant and non-participant observation.</p>				
<p>1.16 Explain the issues involved in both e.g. how to record data, gain access.</p>	<p>Explain how to take notes during an observation study.</p>				

	1.17 Design a simple questionnaire.					
	1.18 Administer the questionnaire in 2.8					
General Objective: 3.0 Know data processing						
	3.1 Define averages.	Explain how to organize research data.	Textbooks, Journal articles			
	3.2 Explain percentages.	Explain the use of tables, percentages, graphs, bar charts etc.				
	3.3 Explain measures of central tendency e.g mean, mode, median, range and other simple statistical measures.					
	3.4 Use simple statistical measures in data interpretation.					
	3.5 Analyze various types of elementary data					
General Objective: 4.0 Know simple statistical measurements				General Objectives: 4.0		

	<p>4.1 Explain organization of data.</p> <p>4.2 Explain grouping of data.</p> <p>4.3 Explain tabulation of data.</p> <p>4.4 Analyze data collected in 2.8.</p> <p>4.5 Present the result of the analysis in 4.4</p>	<p>Define measurement, explain average, percentages, explain measures of central tendency e.g mean, mode, range., explain how to use the statistical measures to interpret and present data.</p>	<p>Textbooks</p>			
<p>General Objective: 5.0 Know how to write and present research report</p>			<p>General Objectives: 5.0</p>			
	<p>5.1 Explain the general format of a research report.</p> <p>i. Preface and forward ii. Approval page iii. Title page iv. Dedication v. Acknowledgement vi. Table of Content vii. List of illustrations e.g. Picture, abbreviation, tables, figure. viii. Introduction ix. Aims and objectives</p>	<p>i. Explain the organization of a research report.</p> <p>ii. Explain the importance of each component of the report.</p> <p>iii. Explain chapterization and chapter titles.</p>	<p>Textbooks, Research report</p>			

<p>x. Limitations and delineation</p> <p>xi. Main texts (chapters 1-5)</p> <p>xii. Recommendations and conclusions</p> <p>xiii. The appendix</p> <p>xiv. Glossary</p> <p>xv. Bibliography/reference</p> <p>5.2 Explain how to use quotations in the text.</p> <p>5.3 Explain the use of foot notes and bibliography</p> <p>5.4 Explain how to write footnotes and bibliography.</p> <p>5.5 Outline the use of abbreviation in citation</p>	<p>iv. Explain the differences between summary, recommendation and conclusion</p>				
<p>General Objective: 6.0 Understand ethical issues in research</p>			<p>General Objectives : 6.0</p>		
<p>6.1 Define Ethics</p> <p>6.2 Explain Plagiarism</p>	<p>Define ethics, Explain the role of ethics.</p> <p>Explain ethical issues in research</p>	<p>Books</p>			

	6.3 Describe how a researcher can knowingly or unknowingly plagiaries	e.g. plagiarism, copy write.				
--	---	------------------------------	--	--	--	--

