

<b>Faculty:</b>	Arts, Managements and Social Sciences
<b>Department:</b>	Mass Communication
<b>Programme:</b>	B.Sc. Mass Communication
<b>Course Code:</b>	MAC 111
<b>Course Title:</b>	Introduction to Mass Communication 1
<b>Units:</b>	2
<b>Course Lecturer:</b>	<b>Miss. Odunayo Olajuwon</b>
<b>Semester/Session:</b>	First
<b>Session:</b>	2018/2019
<b>Location:</b>	Class Room

#### **A. Brief Overview of Course**

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

#### **B. Course Objectives/Goals**

At the end of this course, students are expected to Understand the:

- Concept of Communication and Mass Communication
- Nature and Characteristics of Communication
- Elements of the Communication Process
- Models of Communication
- Theories of Mass Communication
- Functions of Mass Communication
- Concept of Verbal Communication
- Meaning of Non-Verbal Communication
- Definition and significance of Intra and Interpersonal Communication
- Contexts of Group and Public Communication
- Identification of Cross Culture/International Communication

#### **C. Methods of Lecture Delivery/Teaching Aids**

- Lecture Delivery Methods
  - Interactive classroom session
  - Individual assignments
  - Lecture notes

- Teaching Aids
- Multimedia projection

#### **D. Course Outlines**

- Modules & Details of Topics

#### **Module I: Fundamentals of communication**

**Week 1:** What is communication, understanding communication, functions of communication, functional meaning of communication, what is mass communication, features of mass communication, differences between mass communication and human communication.

**Week 2:** Nature of communication, characteristics of communication and attributes of communication.

**Week 3:** Process of communication, element of communication process, analysis of the communication process.

**Weeks 4:** Model of communication: Aristotle and Lasswell Models, Shannon and Weaver's Model, Schramm, HUB Model.

#### **Continuous Assessment One (CA1)**

**Week 5:** Understanding theory: Normative theories, Mass Society theories (all-powerful media effect), Social-Scientific Approach (limited effect theories), Theories of media, culture and society, active audience-uses and gratification theory, media violence, children and effects theories and common-sense theories.

**Week 6:** Function: Surveillance, correlation, entertainment, cultural transmission, status conferral/conferment of status, enforcement of norms, dysfunction of mass communication.

#### **Module II: Forms and context of communication**

**Week 7:** Verbal communication (oral and written communication)

**Week 8:** Non-verbal communication (characteristics and function of non-verbal communication, types of non-verbal communication, differences between verbal and non-verbal).

#### **Mid-Semester Test**

**Week 9:** Intrapersonal, Interpersonal Communication and Interpersonal Communication and Relationship.

**Week 10:** Group and Public communication

#### **Mid-Semester Test**

**Week 11:** Cross cultural / International communication.

**Week 12:** Revision

**E. Structure of the Programme/Method of Grading**

- Continuous Assessment
    - Class test/Assignments 20% Marks
    - Mid Semester test 10% Marks
  
  - Examination 70% Marks
- TOTAL 100%**

**F. Ground Rules & Regulations**

- 75% attendance is required to sit for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

**G. Topics of Term Papers/Assignment/Student Activities**

- Semester project and class presentation

**H. Contemporary Issues/Industry Relevance**

This is an essential course for Mass Communication students. It provides the fundamental and rudiments knowledge of communication and mass communication as a subset of human communication. The industry relevance, it could be useful in understanding how best to communicate to the target audience using the right channels/media of communication.

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- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

**J. Recommended Reading/Texts**

- Baran, S.J. (2002). *Introduction to Mass Communication*. New York:MacGraw Hill.
- Bitner, R. (1989). *Mass Communication: An Introduction*. New Jersey:Prentice Hall.
- Sambe, J.A.(2005). *Introduction to Mass Communication Practice in Nigeria*. Ibadan: Spectrum Books Limited.
- National open university of Nigeria (2008). *Handbook on Introduction to Mass communication* Nigeria: Noun Press.