

DALEWARES ANTHEM

Dalewares Dalewares Dalewares forever more-or- more
God is our great foundation
We proclaimed His victory
So proud of Our Innovation
Our greatness's well
Assured
Dalewares Dalewares Dalewares
Forever more
Dalewares Dalewares Dalewares forever more-or- more
Building block of gree-at Nations

You raised my inspira-a-tion
You have steered this sleeping giant
To tread where others fell
Dalewares Dalewares Dalewares forever more
Dalewares Dalewares Dalewares forever more-or- more

You taught me how to conquer

Dalewares Dalewares Dalewares forever more
Dalewares Dalewares Dalewares forever more-ooooor-

WELCOME



Dalewares Institute of Technology is driven by the belief that development- national or international - is based on knowledge creation and management. And academic institutions have always been key agents in political, social, economic and technological development.

Since the advent of the Internet, the spread and management of knowledge have taken on a new meaning and globalization is very much the result thereof. Economic development, a major event in globalization, requires the participation of all of us – rich and poor, young and old, educated and uneducated. Thus, our pre-occupation with the upliftment and integration of all in our society by means of education and training, science and technology, research and development.

This explains why we have embarked on a path to continuously modernize the institution by making vast investments in the development of staff, curriculum, systems and infrastructure. The development, diversification and benchmarking of curricula against international standards – which entails new and higher qualifications – reflect the Polytechnic's commitment to national

development.

Indeed the state-of-the-art environment and new and innovative ways of teaching and learning, research and service speak to our goal to be a leading Institution. In a nutshell, this Institution is your gateway to opportunities all over the world in this millennium.

To all, I say: this is your time; seize the moment and make the best investment of your lifetime.

Mr. Segun O. Babalola

Rector

It is my belief that you will look upon your career development at the Dalewares Institute of Technology as gateway that will enrich you with knowledge and lead to your career destination in life. As staff of Dalewares Institute of Technology our goal is to work with students to create an educational environment into which you will continue to grow academically, socially and professional. This handbook contains the expected norm for each student. It is expected of each student to read the handbook carefully and fully understand these rules, policies and regulations. In addition, this student handbook is a reference guide for all the students of the Dalewares Institute of Technology that will guide them throughout their academic experience. The final

interpretation of all rules, policies and regulations shall be vested in the Institution Council. Ultimately, the academic journey is your own. However the Office of the Dean of Students will help you to reach your academic potential. We look forward to working with you and welcome you to the Dalewares Institute of Technology.



Dean of Student's

DALEWARES MISSION AND VISION

Dalewares Institute of Technology contributes to Nigerian Development by providing tertiary, technological, career-oriented education at internationally recognized standards. The main objective of our curricula is thus the practice, promotion and transfer of technology.

The instruction programmes are aimed at meeting the needs of industry, the driving force of the Nigerian economy. During the course of their study, technological knowledge, skills, values and attitudes are brought home to the students. The approach required for dealing successfully with the practice of the technological careers/industries/occupations involves excellence in the teaching of specific principles and approaches within a climate conducive to intellectual and social development, with greater emphasis on the application and ability to apply the practical outcomes of scientific principles in such a way that they may be of use to the particular technology/career/industry/occupation. With emphasis on the transfer of technology, the Polytechnic gives due regard to the professional human resource requirements of the country and those of the region and beyond. To this and other ends, the Institution strives to:

- ✍ Lead students to maturity to assume their economic and social responsibilities, including developing a sense of responsibility, a problem-solving approach, integrity and a humane attitude toward others
- ✍ Enable students both to acquire knowledge and to develop the skill of applying that knowledge in practical settings, prepare students for careers or professions by drawing on existing knowledge, technology and research results in close cooperation with those involved in particular careers or professions
- ✍ Be a center of higher learning and train high-level specialists in all areas necessary for national development, provide facilities appropriate to an academic institution of the highest quality available to all people likely to benefit from them regardless of race, color, gender, ethnic origin, religion, creed, social and economic status, and physical condition
- ✍ Promote the establishment of funding schemes in order to assist students who cannot afford course fees at the Dalewares Institute of Technology
- ✍ Safeguard and promote the principle of academic autonomy in order to provide the appropriate atmosphere and opportunities for scholars to pursue the development of their highest intellectual potential
- ✍ Serve as a repository for the preservation, development and articulation of Nigerian values and culture
- ✍ Undertake basic and applied research that will contribute to the social, economic, cultural and political development of Nigerian

✍ Encourage the advancement of science, technology and development serve both urban and rural communities, including providing extension services throughout the country to contribute to the improved function of the education system as a whole promote national and international unity and understanding promote and defend a culture of excellence in the international community by encouraging criticism and engaging in regular self-evaluation and peer assessment

A significant part of the Polytechnic instructional programmes is, therefore, putting into practice the existing knowledge, technology, scientific results and the formulation of the practice of a particular segment of a career/industry. The fostering of technological thinking

on the part of Institution student is a continuing endeavor and therefore, their trademark.



Nigeria – State of the Country

It can be asserted that the economy of Nigeria is a youth economy as it is estimated that more than half of the Nigerian population are under the age of 30. No doubt, today's youth will become in a short decade tomorrow's parents, leaders and Labour force. However, the Nigerian youths are said to be confronted with poverty, unemployment, urbanization, lack of capacity and skills needed to move the economy forward. Poverty is very common. This is because the youth faces unemployment and lack of necessary productive skills to keep body and soul together. This reality leaves them without any meaningful means of sustainable livelihood.

The above employment economy. will be undermined employment” (2004). How address the unemployment and depends on develop the

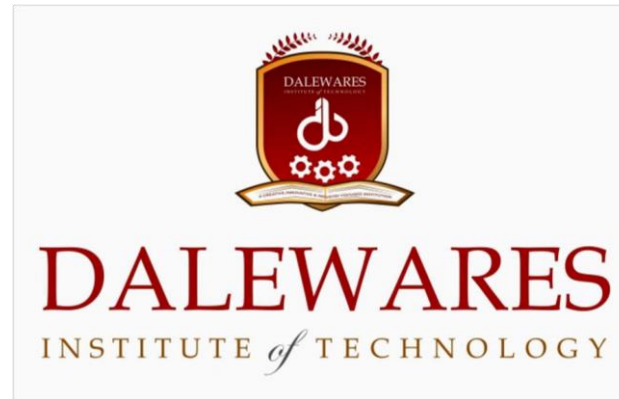


situation highlights is the life line of any “Human development definitely be grossly and impaired without (NEEDS document, soon Nigeria sets to problems of mass unemployment, low productivity, high poverty to a large extent how speedily it is able to millions of its labour

Force into a knowledgeable and skilled people needed for the required change.

The current situation emphasizes the urgent need for a sustainable and effective skill acquisition and enterprise development strategy/programme in the country. The needs and importance of functional skill acquisition and enterprise centers can never be overstressed as the objectives are focused towards the preparation of human and material resources for future industrial growth and self-employment.

DALEWARES LOGO AND COLORS



THE CREST

Borrowed from the Ancient Greek and Roman Emperors
Emblem of office and crown Symbolizes Kingship, Excellency, Authority,
Professionalism and Dominion

THE LETTER D

Represent the capital letter D in the
Dalewares. Symbolizes Diligence, Dexterity, and Dignity

THE GEAR WHEEL

Symbolizes career in applied sciences and importance of technology,
innovation and industries in Nation Building.

THE BOOK

Symbolizes the word, wisdom knowledge and faith.

CO-OPERATE COLORS

Yellow, Wine, and White

Further reinforce the themes of commitment and education GOLDEN YELLOW stands for the guiding light, faith, Glory, constancy, and wisdom. WINE stands for Energy and strength to keep moving. WHITE stands for purity, truth, hope, and transparency

BRIEF HISTORY OF THE COLLEGE

Dalewares Institute of Technology was founded in 1996 but at the initial stage the institute was called Dalewares Training Institute, the institute was focused on training people on Printing and Branding Technology. The typical aim of the training institute is to equip people with the necessary skills to make them self employed

Dalewares Training Institute was transformed to a bigger, broader and better institute in 2008 when it was given accreditation by National Board for Technical Education and approved by the Federal Ministry of Education ,to run innovative courses in some programmes namely Software Technology, Hard ware Engineering, Multimedia Technology and Networking and system Security. Some other programmes are NVC in Computer Studies, Printing and Branding technology.

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1.0 GOAL AND OBJECTIVES

PROGRAMME GOAL:

The National Diploma (ND) in Mass Communication is meant to give the students technological education and professional skills necessary for employment and job creation in various areas of mass communication industry, such as newspapers, magazines, radio, television, film/video, new media, public relations, advertising, news agency, government and corporate information services.

PROGRAMME OBJECTIVES

On completion of this course, the diplomats will be able to carry out the following functions:

- a) Gather, investigate and report news for the print, broadcast and online media
- b) select, edit and prepare for publication, news items, features, photographic graphics and multimedia materials and results of investigations for print and
- c) Produce, present and direct programmes for the electronic media
- d) Produce, present, and direct programmes
- e) Plan, prepare and produce materials for public relations and advertising purposes.
- f) Know various outlets/contacts for commercial utilization of feature and magazine articles
- g) Identify outlets for publishing of features and magazine articles.
- h) Know how to negotiate terms for publishing articles.
- i) Understand rights of the article author.

MINIMUM ENTRY REQUIREMENTS

The academic requirements for admission into the programme are:

Five (5) G.C.E. (0 level) , WASC,NECO or NABTEB subjects passed at not more than two sittings. The subjects must be passed at Credit level and should include English Language, Literature in English, and any two others Mathematics is also required.

PROJECT

Every ND student is required to complete successfully on original practical project in any area of Mass Communication during his/her final year on the programme in order to qualify for the award of the diploma.

2.1 CURRICULUM

The curriculum consists of four main components. These are:

- i. General Studies
- ii. Foundation Courses
- iii. Professional Courses
- iv. Supervised Industrial Work Experience Scheme (SIWES)

The General Studies component shall include courses in:- Arts and Humanities: English Language, indigenous language and foreign language History.

Social Sciences; Citizenship (the Nigerian constitution), Political Science, Sociology, Philosophy and Geography
Citizenship, Education and Entrepreneurship, are compulsory.

2.3 The general Studies component shall account for not more than 10-15% of total contact hours for the programme.

2.4 Foundation courses include courses in English, Languages, Basic Computer Applications. The number of hours will account for about 10-15% of the total contact hours.

2.5 Professional Courses are the core Mass communication Courses which give the student the theory and practical skills needed to practice in Mass Communication. These may account for between 60-70% of the contact hours.

2.6 Students Industrial Work Experience Scheme(SIWES) shall be taken during the long vacation following the end of the second semester of the first year.

3.0 CURRICULUM STRUCTURE OF ND PROGRAMME

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

4.0 ACCREDITATION

The National Diploma (ND) in Mass Communication shall be accredited by NBTE before the diplomates can be awarded the diploma certificate. Details about the process of accrediting a programme for the award of the ND are available from the Executive Secretary, Programme Department, NBTE Plot „B“, Bida Road, P.M.B. 2239, Kaduna, Nigeria.

5.0 CONDITIONS FOR THE AWARD OF THE DIPLOMA

Institutions offering accredited programmes should award the National Diploma/ Higher National Diploma to candidates who have successfully completed the programme after passing prescribed course work, examinations, diploma project and the supervised industrial work experience. Such candidates should have completed a minimum of between 72 and 80 semester credit units.

The Diplomas shall be classified as follows:

Distinction - GPA of 3.50 and above

Upper Credit – GPA of 3.00 – 3.49

Lower Credit – GPA of 2.50 – 2.99

Pass - GPA of 2.00 – 2.49

Fail - GPA of below 2.00

6.0 GUIDANCE NOTES FOR TEACHERS TEACHING THE PROGRAMME

- 6.1 The new curriculum is drawn in course units. This is in keeping with the provisions of the National Policy on Education which stresses the introduction of the semester credit units, which will enable a student who so wishes to transfer the units already completed in an institution to another of similar standard .
- 6.2 In designing the unit, the principle of the modular system by product has been adopted thus making each of the professional modules, when completed, provide the student with technical operative skills, which can be used for job creation and employment purposes.

6.3 As the success of the credit unit system depends on the articulation of programmes between the institutions and industry, the curriculum Content has been written in behavioral objectives, so that the expected performance of the student who successfully completed the courses of the programme is clear to it. There is a slight departure in the presentation of the performance based curriculum which requires the conditions under which the performances are expected to be carried out and the criteria for the acceptable levels of performance to be stated. It is a deliberate attempt to get the staff of the department teaching the programme to write their own curriculum stating the conditions existing in their institution under which the performance can take place and to follow that with the criteria for determining an acceptable level of performance. The Academic Board of the institution may vet departmental submission on the final curriculum. The aim is to continue to see to it that a solid internal evaluation system exists in each institution for ensuring minimum standards and quality of education in the programmes offered throughout the polytechnic system.

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

7.0 GUIDELINES ON SIWES PROGRAMME

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

- a. Institution offering the ND programme shall arrange to place the students in industry. By April 30 of each year, six copies of the master list showing where each student has been placed shall be submitted to the Executive Secretary, NBTE, who shall, in turn authenticate the list and forward it to the Industrial Training Fund, Jos.
- b. The Placement Officer should discuss and agree with industry on the following

- i. A task inventory of what the student is expected to experience during the period of attachment. It may be wise to adopt the one already approved for each field by the industry based supervisor.
- ii. The evaluation of the student by the industry based supervisor and the institution-based supervisor. The final grading of the student during the period of attachment should be weighted more on the evaluation by industry-based supervisor.

7.2 Evaluation of Students during the SIWES

In the evaluation of the student, cognizance should be taken of the following items: i. Punctuality ii. Attendance iii. General Attitude to Work iv. Respect for authority v. Interest in the field/technical area vi. Technical competence as a potential technician in his field. vii. Team work

7.3 *Grading of SIWES*

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

7.4 *The Institution Based Supervisor*

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

7.5 *Frequency of Visit*

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

1. there is another visit six weeks after the first visits; and
2. final visit in the last month of the attachment

7.6 *Stipend for Students in SIWES*

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

7.7 *SIWES as a Component of the Curriculum*

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

National Board for Technical Education

Kaduna. 6th June, 2014

LIST OF CURRENT CORE ACADEMIC/TEACHING STAFFS

S/N	Name of Staff	Qualifications with Dates and area of Specification	Current rank
1.	Dr. Olujoke Funmilayo Asekere	PhD Communication Studies 2021 MSc Mass Communication 2009 BSc Mass Communication 2004	Chief Lecturer/HOD
2.	Olabisi Michael Gbelela	MSc Mass Communication 2010 BSc Mass Communication 2004 Diploma Computer Operations	Principal Lecturer/Assistant HOD
3.	Nwafor Joseph Kelechi	M.Sc Public Admin 2023 B.Sc. Public Admin 2012	Principal Lecturer
4.	Ajala Lydia Omowunmi	B.A (Ed) – English Language 2019	Principal Lecturer
5.	Mr. Hillary Ikeena	MSc Mass Communication (in view) B.A Mass Communication (2005)	Senior Lecturer
6.	Mrs. Ologundudu Modupe	B.A English Language 2011	Senior Lecturer
7.	Ochie Chukwuka Israel	B.A (Ed) English Language 2002	Asst. Lecturer
8.	Miss. ESTHER IKECHUKWU	B.A – English Language 2010	Asst. Lecturer

ND MASS COMMUNICATION: CURRICULUM TABLES

1ST SEMESTER ND1

COURSE CODE	COURSE TITLE	L	T	P	CU	CH
GNS 111	CITIZENSHIP EDUCATION	2	-	-	2	2
GNS 101	USE OF ENGLISH	2	-	-	2	2
MAC 111	ENGLISH FOR MASS COMMUNICATION I	2	-	-	2	2
MAC 112	FOREIGN LANGUAGE	2	-	-	2	2
MAC 113	BASIC COMPUTER APPLICATION FOR MASS MEDIA 1	2	-	1	3	3
MAC 114	INTRODUCTION TO MASS COMMUNICATION	3	-	-	3	3
MAC 115	INTRODUCTION TO NEWS REPORTING & WRITING	2	-	2	3	3
MAC 116	INDIGENOUS LANGUAGE	2	-	-	2	2
MAC 117	INTRODUCTION TO BROADCASTING	2	-	-	2	2
MKT 111	FUNDAMENTALS OF MARKETING	2	-	-	2	2
TOTAL		21	-	3	23	23

2ND SEMESTER ND1

COURSE CODE	COURSE TITLE	L	T	P	CU	CH
GNS 102	COMMUNICATION IN ENGLISH I	2	-	-	2	2
GNS 121	CITIZENSHIP EDUCATION	2	-	-	2	2
MAC 121	ENGLISH FOR MASS MEDIA 11	2	-	-	2	2
MAC 122	FOREIGN LANGUAGE	2	-	-	2	2
MAC 123	BASIC COMPUTER APPLICATION FOR MASS MEDIA 11	1	-	2	3	3
MAC 124	COMPUTER GRAPHICS FOR MASS MEDIA	2	-	1	3	3
MAC 125	INTERMEDIATE NEWS WRITING & REPORTING	2	-	1	3	3
MAC 126	PRINCIPLES OF PUBLIC RELATIONS	2	-	-	2	2
MAC 127	PRINCIPLES OF ADVERTISING	2	-	-	3	3
EED 128	INTRODUCTION TO ENTRPRENEURSHIP	2	-	-	2	2
TOTAL		19	-	4	24	24

1st SEMESTER ND11

COURSE CODE	COURSE TITLE	L	T	P	CU	CH
GNS 201	USE OF ENGLISH I	2	-	-	2	2
GNS 211	INTRODUCTION TO SOCIOLOGY/ PSYCHOLOGY	2	-	-	2	2
MAC 211	ENGLISH FOR MASS MEDIA 111	2	-	-	2	2
MAC 212	INTRODUCTION TO RESEARCH METHODS	2	-	-	2	2
MAC 213	COPY EDITING	1	-	2	3	3
MAC 214	FEATURE WRITING	1	-	2	3	3
MAC 215	MASS MEDIA & SOCIETY	2	-	-		2
MAC 216	MASS COMMUNICATION ETHICS	2	-	-	2	2
MAC 217	BROADCAST PRODUCTION 1	2	-	1	2	2
EED 218	PRACTICE OF	3	-	-	3	3

	ENTRPRENEURSHIP					
MAC 100	SIWES	-	-	2	2	-
TOTAL		19		7	23	23

2nd SEMESTER ND11

COURSE CODE	COURSE TITLE	L	T	P	CU	CH
GNS 202	COMMUNICATION IN ENGLISH I1	2	-	-	2	2
GNS 222	ECONOMICS	2	-	-	2	2
GNS 225	GEOGRAPHY OF NIGERIA	2	-	-	2	2

MAC 222	SPEECH COMMUNICATION	1	-	1	2	2
MAC 223	NEWSPAPER AND MAGAZINE PRODUCTION	2	-	1	3	3
MAC 224	PHOTOGRAPHING AND PHOTO JOURNALISM	2	-	1	3	3
MAC 225	BROADCAST PRODUCTION 11	2	-	1	3	3
MAC 226	MASS COMMUNICATION LAWS	2	-	-	2	2
MAC 227	INVESTIGATIVE & INTERPRETATIVE REPORTING	2	-	1	3	3
MAC 228	MASS MEDIA, DEMOCRACY AND GOVERNANCE	2		-	2	2
MAC 229	PRACTICAL PROJECT	-		2	2	-
TOTAL		19	-	7	26	24

COURSE DESCRIPTION AND OBJECTIVES FOR THE SEMESTERS

Course: ENGLISH FOR MASS MEDIA I	Course Code: MAC 111	Contact Hours/Credit unit: 2/2
	Semester: 1st	Theoretical: hours/week 1
<i>Year: ND 1</i>	<i>Pre-requisite: - N/A</i>	<i>Practical: hours /week 1</i>
<p>GOAL: This course is designed to expose students to the fundamentals of Mass Communication with emphasis on the concept, structure and process of Mass Communication</p>		
<p>1.0 Know the structures that make up sentences and understand how these structures are correctly linked</p> <p>2.0 Know the punctuation marks and their uses</p> <p>3.0 Appreciate Mass communication as a social force</p> <p>4.0 Know how to write good and well - ordered paragraphs.</p> <p>5.0 Understand note taking and recording skill.</p>		

Department/Programme: MASS COMMUNICATION (ND)			
Course: Basic Computer Application for MassMedia 1 (Word Processing)	Course Code: MAC 113	Credit hours:	2 hours/week
Year: ND I Semester I		Theoretical and practicals	1hour/week
<p>General Objectives:</p> <p>On completion of this course the student should be able to:</p> <ol style="list-style-type: none"> 1.0 Know the basic concepts of computer 2.0 Understand the function of computer hardware software components 3.0 Know different types of softwares commonly used in mass media and the tasks to which each type of software is used. 4.0 Understand the basic use of word processing applications 5.0 Know how to enhance Document using Word processing application 			

Department/ Programme: MASS COMMUNICATION ND 1	Course Code: MAC 114		Contact Hours/credit units: 3/3
Subject/Course: INTRODUCTION TO MASS COMMUNICATION	DURATION: 3 HOURS/WEEK	SCHEDULE: 1ST SEMESTER	Theoretical: hours/week 3
Year: 1 Semester: 1st	Pre-requisite:	-	Practical: hours /week
GOAL: This course is designed to expose students to the fundamentals of Mass Communication with emphasis on the concept, structure and process of Mass Communication			
GENERAL OBJECTIVES:			
1.0 Understand Mass Communication in its general and specific terms 2.0 Understand different media of mass communication. 3.0 Appreciate Mass communication as a social force 4.0 Evaluate the uses of each mass communication channel			

Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 115		Contact Hours/Credit unit: 3/3
Subject/Course: INTRODUCTION TO NEWSREPORTING AND WRITING	DURATION: 4 HOURS/WEEK	SCHEDULE: SEMESTER	Theoretical: hours/week 2
<i>Year: ND1 Semester: 1st</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
GOAL: This course is designed to enable the students to acquire the theory and practice of news reporting, writing and editing			

GENERAL OBJECTIVES:

On completion of this course the student should:

- 1.0 Appreciate journalism as a career
- 2.0 Understand news and news stories
- 3.0 Know the process of news gathering
- 4.0 Know how to write news leads
- 5.0 Know how to write complete news story
- 6.0 Appreciate the demands of different media
- 7.0 Know how to cultivate and develop news sources
- 8.0 Know the tools of news gathering
- 9.0 Explain tools of news gathering

10.0 Explain how to observe news and to conduct interview

PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION		
COURSE: INTRODUCTION TO BROADCASTING	COURSE CODE MAC 117	CONTACT:HOURS/CREDIT UNIT 2/hrs/week 12
COURSE SPECIFICATION: THEORY		Theoretical:hours/week
Year: ND	Semester: 1	Practical: hours/week

GOALS: To introduce the students to basic functions of and activities involved in radio and television broadcasting.

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

- 1.0 Know the history or origin of radio/television broadcasting
- 2.0 Understand the functions of radio/television.
- 3.0 Know the major factors that affect the practice of radio/television as a profession
- 4.0 Understand different types of radio/television ownership and control
- 5.0 Know common radio/television terms
- 6.0 Understand the functions and uses of radio/television equipment
- 7.0 Know the different types of programmes in radio and television
- 8.0 Understand the role of National and international broadcasting organizations.

Department: Mass Communication.

COURSE TITLE: **ENGLISH FOR MASS MEDIA II**

COURSE CODE: MAC 121

DURATION: 2 HOURS/WEEK

GOAL: This course is designed to enable the students to correctly apply the skills he acquired in the previous English Course.

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

- 1.0 Know how to read and interpret a given passage
- 2.0 Know how to write good business letters
- 3.0 Know how to write a good technical report
- 4.0 Appreciate literary works

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Department/Programme: MASS COMMUNICATION (ND)			
Course: Basic Computer Application for Mass Media II	Course Code: MAC 123	Credit hours:	2 hours/week
Year: ND I Semester 2		Theoretical:	1 hour/week
		Practical: 1 hour/ week	
<p>General Objectives:</p> <p>On completion of this course the student should be able to:</p> <ul style="list-style-type: none"> Understand the basic concepts of spreadsheet, database and presentation application Know how to use Spreadsheet program such as Microsoft Excel Know how to use database program such as Microsoft Access for compilation and processing of information Know how to use presentation program (such as Microsoft PowerPoint) in mass media operation Know to use the Internet as a communication and research tool in mass media operations. 			

Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 124		Contact Hours:
Subject/Course: COMPUTER GRAPHICS FOR MASS MEDIA	DUCATION: 3 HOURS/WEEK	SCHEDULE:1ST SEMESTER	Theoretical: hours/week
<i>Year: 1 Semester:2</i>	<i>Pre-requisite:</i>		<i>Practical: hours /week</i>
GOAL: This course is design to enable the understand graphic principles, acquire skills in the use of relevant graphic software and produce graphic materials for the main media			

GENERAL OBJECTIVES:
<p>1.0 Know the different types of elements of graphic.</p> <p>2.0 Know the different types of graphic elements used in the mass media.</p> <p>3.0 Know the position of a graphic designer in the production of mass media materials such as newspaper, magazines, books and web etc.</p> <p>4.0 Understand typography and its uses</p> <p>5.0 Know how to analyze paper and ink qualities.</p> <p>6.0 Know different types of layout and designs..</p> <p>7.0 Appreciate graphic design in television.</p>

8.0 Know how to prepare simple set designs.

9.0 Know how to design captions for television programmes.

10.0 Know the uses of graphics in adverts and production

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 125		Contact Hours/credit unit: 3
	<i>Subject/Course: INTERMEDIATE NEWS WRITING AND REPORTING</i>	DURATION: 3 HOURS/WEEK	SCHEDULE: 2 ND SEMESTER	<i>Theoretical: hours/week</i> 2
0.0				
	<i>Year: ND1</i> <i>Semester: 2nd</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
GOAL: <i>This is a continuation of MAC 115 – Introduction to reporting and news writing, The course designed to further expose the student to the general areas of news reporting and the method of dealing with the different news areas</i>				

GENERAL OBJECTIVES: On completion of this course the student should:

- 1.0 Know how to handle different types of news events
- 2.0 Know the potential limitations of reporting
- 3.0 Appreciate the qualities of a good news copy
- 4.0 Understand the role of research in reporting
- 5.0 Understand News Stories
- 6.0 Know how to write specialized News
- 7.0 Know how to write the specified type

PROGRAMME: NATIONAL DIPLOMA IN MASS MEDIA
COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS
COURSE CODE: MAC 126
DURATION: 4HOURS/WEEK
GOAL: This course is designed intended to enable the student acquire the knowledge and skills in public relations practice to improve relationships among people and organizations.
GENERAL OBJECTIVES:
On completion of this course, the students should:

1.0	understand the scope and functions of public relations
2.0	know the evolution of public relations
3.0	understand the public relations environment
4.0	understand the relationship between public relations and persuasion
5.0	understand public relations organization
6.0	understand the nature of public relations activities
7.0	know the tools of public relations
8.0	know the public relations consultancy
9.0	know the legal environment of public relations

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 127		Contact Hours/credit unit: 2/2
	Subject/Course: PRINCIPLES OF ADVERTISING	DURATION: 3 HOURS/WEEK	SCHEDULE:1ST SEMESTER	Theoretical: hours/week
	Year: ND1 Semester: 2 ND	Pre-requisite: NONE		Practical: hours /week
GOAL: The course is designed to expose the students to the historical development and role of advertising in society as well.				
GENERAL OBJECTIVES:				

On completion of this course the student should:

- 1.0 Understand advertising.
- 2.0 Know the history of advertising.
- 3.0 Know the roles and structures of advertising agencies, advertisers, media and media independents.
- 4.0 Appreciate the role of advertising in the society.
- 5.0 Understand the various types of advertising.
- 6.0 Understand how psychological motivation influences advertising.
- 7.0 Understand the role of research in advertising.
- 8.0 Understand the legal, social and ethical environment of advertising.

	<i>DEPARTMENT: NATIONAL DIPLOMAL IN MASSS COMMUNICATION</i>	<i>Course Code: MAC 211</i>		<i>Contact Hours/credit unit: 2/2</i>
	<i>CourSE: ENGLISH FOR MASS MEDIA III</i>			<i>Theoretical: hours/week</i>
	Year: NDII Semester:	Pre-requisite: - N/A	Practical:	hours /week
GOAL: This course is designed to enable the student develop skills in the writing of expository prose				

General Objectives:

On completion of this course the student should:

- 1 Know the different types of prose
- 2 Know the qualities of a good essay
- 3 Know how to write good and well-ordered essay
- 4 Know the qualities of good style
- 5 Know the elements of style
- 6 Know how to appraise prose
- 7 Know how to take minutes at meetings

	PROGARAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 212		Contact Hours/Credit Unit: 2
	Subject/Course: INTRODUCTION TO RESEARCH METHODS			Theoretical: Hours/week 1
	Year: ND II Semester:	Pre-Requisite:		Practical: Hours/week 1

GOAL: This course is designed to introduce the students to the methods/processes of scientific mass communication research, so as to enable them carry out simple independent research project in mass communication

<p>GENERAL OBJECTIVES:</p> <p>At the end of this course, students should:</p>
<p>1.0 Know the different ways of acquiring knowledge</p> <p>2.0 Know what research is and its process</p>
<p>3.0 Understand the differences between social research and research in the natural sciences</p> <p>4.0 Know the terminologies of social research</p> <p>5.0 Know the methods of social research</p> <p>6.0 Know the sources and types of data</p> <p>7.0 Know the methods of data collection</p> <p>8.0 Know data processing</p> <p>9.0 Know simple statistical measurements</p>

PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATION

COURSE	COPY EDITING
COURSE CODE: MAC 213	
DURATION:	3 HOURS/WEEK
<p>GOAL: The course is designed to enable the student acquire the knowledge and skill of editing in processing news, features and programme scripts for both the print and electronic media.</p>	

GENERAL OBJECTIVES:
On completion of this course, the student should:
1.0 Understand what copy (text) editing means.
2.0 Appreciate the need for copy editing.
3.0 Know how to use the computer for copying editing
4.0 Know varieties of copy editing/house styles of media organizations 5.0 Know how to edit stories/articles (copies)

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 214		Contact Hours/credit unit:
	Subject/Course: FEATURE WRITING	DURATION: 3 HOURS/WEEK	SCHEDULE: 1ST SEMESTER	Theoretical: hours/week
	<i>Year: 2 Semester: 1ST</i>	<i>Pre-requisite:</i>		<i>Practical: hours /week 2 UNITS</i>
GOAL: This course is designed to enable the student acquire the skills for writing publishable feature articles for newspapers and magazines				

<i>Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION</i>		<i>Course Code: MAC 215</i>		<i>Contact Hours/credit unit: 3</i>
<i>Subject/Course: MASS MEDIA & SOCIETY</i>		<i>DURATION: 2 HOURS/WEEK</i>	<i>SCHEDULE: 1ST SEMESTER</i>	<i>Theoretical: hours/week 2</i>
	<i>Year: ND2 Semester: 1ST</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
<i>GOAL: This course is designed to familiarise the student with the relationships which exist between the mass media, government, and the society</i>				

GENERAL OBJECTIVES:

On completion of this course the student should:

- 1.0 Understand the nature and scope of the relationships which exist between the mass media, government, and the society
- 2.0 Understand the characteristics and development of the Nigerian mass media from 1859 to the present time
- 3.0 Understand the nature and structure of media ownership and control
- 4.0 Understand the nature and sources of media power in the society
- 5.0 Know the functions of the mass media in the society
- 6.0 Know the various pressures and influences on the mass media
- 7.0 Know the principles of press freedom
- 8.0 Understand the nature and functions of media regulatory agencies

PROGRAMME:	NATIONAL DIPLOMA IN MASS COMMUNICATION
COURSE TITLE:	MASS COMMUNICATION ETHICS
COURSE CODE:	MAC 216

DURATION:	2 HOURS/WEEKS
GOAL:	This course is designed to acquaint the students with ethical in Mass Communication.
GENERAL OBJECTIVES:	
On completion of this course, the students should:	
0.0	Understand the meaning of Ethics
1.0	Know the background to development of Ethical theories and the growth of morality,
2.0	Analyze the various ethical factors or problems in Mass Communication
3.0	Understand the major ethical issues in Nigerian society generally
4.0	Understand the conventions guiding Journalist's disclosure of news sources.

PROGRAMME:	NATIONAL DIPLOMA IN MASS COMMUNICATION
COURSE TITLE:	BROADCAST PRODUCTION 1
COURSE CODE:	MAC 217

DURATION:	3 HOURS/WEEK
SCHEDULE:	1 st SEMESTER
GOAL:	The course is designed to introduce the student to the skills necessary for radio/television productions. It also aims at enabling the student to acquire some basic proficiency in interviewing, presenting, scripting and programme directing.
GENERAL OBJECTIVES:	
On completion of this course, the students should:	
1.0	Understand the process of broadcast production
2.0	Understand the responsibilities and functions of a broadcast Production team
3.0	Understand the technical aspects of radio/tv production
4.0	Know the different types of programme
5.0	Understand the languages of radio/television directing
6.0	Understand the legal aspects and implications of production
7.0	Know how to prepare scripts for radio/television production
8.0	Know the basic production techniques of different programmes
9.0	Know the professional and ethical codes.

PROGRAMME:	NATIONAL DIPLOMA IN MASS COMMUNICATUION
COURSE TITLE:	SPEECH COMMUNICATION
COURSE CODE:	MAC 222
DURATION:	2 HOURS/WEEKS
GOAL:	This course is designed to familiarize the students with the theories, procedures and practice of effective speech communication.
GENERAL OBJECTIVES:	
	On completion of this course, the students should:
0.0	Know the classical theory of rhetoric's
1.0	Know how to judge a speech
2.0	Know how to analyze the audience and speaking occasion
3.0	Know how to select a speech subject and purpose
4.0	Understand speech organization and composition
5.0	Know the basic sounds of speech
6.0	Know how to pronounce correctly
7.0	Know how to develop effective speaking voice
8.0	Know the principles of effective delivery

Course: NEWSPAPER AND MAGAZINE PRODUCTION	Course Code:MAC 223		Contact Hours/credit unit:
			Theoretical: 2 hours/week3
<i>Year: Semester</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>
General Objective 2: Understand the design and make-up of a newspaper and a magazine			

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 224		Contact Hours: 3
	Subject/Course: PHOTOGRAPHY AND PHOTO JOURNALISM	DUCATION: 4 HOURS/WEEK	SCHEDULE: SEMESTER	Theoretical: hours/week 2
	<i>Year: ND2 Semester: 1st</i>	<i>Pre-requisite:</i>		<i>Practical: 1 hours /week</i>

GOAL: The course is designed to give the students knowledge of photography, process of photo production and use of the camera.

GENERAL OBJECTIVES:

On completion of this course the student should:

- 1.0 Know the history of photography.
- 2.0 Know the types and parts as well as models of cameras.
- 3.0 Understand the photographic process.
- 4.0 Know camera manipulation
- 5.0 Know darkroom procedure

PROGRAMME:	MASS COMMUNICATION
COURSE TITLE:	BROADCAST PRODUCTION II
COURSE CODE:	225
DURATION:	3 HOURS/WEEKS

GOAL: This course is designed as a follow-up to broadcast production 1, and is aimed at giving the students the necessary skills for producing basic radio and television programme

GENERAL OBJECTIVES:

On completion of this course, the students should:

- 1.0 Know how to plan a basic radio and television programme
- 2.0 Know how to prepare scripts for radio and television programme
- 3.0 Know how to present programmes for radio and television
- 4.0 Know how to produce and direct programmes for radio and television
- 5.0 Know how to handle outside broadcast
- 6.0 Know how to put finishing touches on produced programmes for television and radio
- 7.0 Understand audiences research techniques.

PROGRAMME: NATIONAL DIPLOMA IN MASS COMMUNICATUION

COURSE TITLE: MASS COMMUNICATION LAWS

COURSE CODE: MAC 226

DURATION: 2 HOURS/WEEKS

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

GENERAL OBJECTIVES:	
On completion of this course, the 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 defence
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	Know the of FOI Law

	PROGRAMME: MASS COMMUNICATION ND	Course Code: MAC 227		Contact Hours/Credit Unit: 2
	Subject/Course: INVESTIGATIVE AND INTERPRETATIVE REPORTING			Theoretical: Hours/week 1
	Year: ND Semester:	Pre-Requisite:		Practical: Hours/week 1

GOAL: This course is designed to impart in the student the principles of gathering materials and writing in depth about government, politics, social problems and other current issues. It also examines the implications of these issues on the relevant segments of the society.

GENERAL OBJECTIVES: At the end of this course, students should:
1.0 Understand the principles of investigative reporting
2.0 Know how to conduct investigations
3.0 Know how to present investigative reports
4.0 Understand the principles of interpretative reporting
5.0 Understand how to interpret news situations and events
6.0 Know how to present interpretative reports

	Department/ Programme: NATIONAL DIPLOMA IN MASS COMMUNICATION	Course Code: MAC 228		Contact Hours: 2
	Subject/Course: MASS MEDIA, DEMOCRACY AND GOVERNANCE	DURATION: 2 HOURS/WEEK	SCHEDULE: SEMESTER	Theoretical: hours/week 2
	<i>Year: ND11 Semester: 2nd</i>	<i>Pre-requisite:</i>		<i>Practical: hours /week</i>
GOAL: The course is designed to expose students to the role of the Mass Media in deepening democracy and good governance				

GENERAL OBJECTIVES:**On completion of this course the student should:**

- 1.0 Understand the concept of good governance
- 2.0 Understand the institutions of governance
- 3.0 Understand the roles of international institutions in promoting good governance and democracy 4.0 Understand the concept of democracy
- 5.0 Understand the roles of the Mass Media in deepening democracy and good governance
- 6.0 Understand role of civil society in democracy and good governance

GILDELINES FOR COURSES SYSTEM AND INSTRUCTION

1. For the purpose of teaching and examination, the academic year is divided into two semester, each is approximately fifteen weeks.
2. Instruction shall be by courses and every proposed courses with an outline of contents must be presented to the National Board of Technical Education (NBTE) for approval
3. The unit of credit for a course is the credit unit (CU) ,one credit unit being when a class meets for one hour every week for one semester in a lecture or tutorial, or for three (3) hours every week in practical in the laboratory, workshop or fieldwork.
4. Each courses carries one (1) to three (3) credit units and its duration is normally one semester, except Final Year Project and Industrial Training

(Student Industrial Work Experience Scheme- SWIES)

5. For each courses, students shall be continuously assessed and examined at the end of the semester in which the course is given.

IMPORTANT NOTES ON EXAMINATION AND ACADEMIC STANDING

1. Candidates must attain a minimum of seventy-five (75) % of the lectures for the courses; examiners have the right to prevent defaulters from sitting for the examination when a students did not meet the seventy-five (75) % attendance.
2. Candidates must be ready to enter the examination hall ten minutes before the time the examination is due to start. Candidate who arrive more than half of an hour after an examination has started shall be admitted only at the discretion of the invigilator(s).
3. Candidate shall not leave the hall during the first half and the last quarter of an hour of the examination
4. Candidates must bring with them to the examination hall their own biro, pen , erasers and calculators
5. All rough work must be done in the answer booklets and crossed neatly throughout.
Communication between candidates is strictly forbidden
6. The only permissible way of attracting attention of the invigilator is by raising of hand
7. Candidate are to write legibly. Names are not to be written on the answer booklets. The answer to each question must be started on a separate page.
8. Attendance register is to be signed at the commencement of the examination and as each candidate hands in the scripts to the invigilator
9. Candidates must ensure that they have inserted at the appropriate places on the front cover of their booklets, their examination numbers and number of questions they answered.

10. Mobile phones either switched on, or off are not allowed in examination hall. Keep your mobile phones in the hostel. If you bring mobile phone to the examination hall, it would be seized. handbags of any sorts should be kept out of the examination hall.

IMPORTANT NOTES

PENALTIES AND SANCTION FOR EXAMINATION MISCONDUCT

Candidates are hereby informed that any students caught or implicated in any act of misconduct would automatically cease to continue with the examination until the case has been decided. The following prescribed penalties will be imposed on anyone caught committing the under listed acts of misconduct. **No plea will be entertained**

S/N	MISCONDUCT	PENALTY
1	Impersonation	Expulsion
2	Smuggling and Possession of answer script	Expulsion
3	Destruction of unauthorized materials	Expulsion
4	Attacking or threatening invigilators	Expulsion
5	Tendering unauthentic document	Expulsion
6	Failure to submit answer script	Rustication(two semester)
7	Copying from authorized material / Plagiarism	Rustication (two semester)
8	Aiding and abetting other to	Rustication (two semester)
9	Possession of written material	1 st timer Rustication (two semester) Recidivisit : Expulsion
10	Refusal to submit offending material	Rustication (two semester)
11	Collaborative copying	Rustication (two semester)
12	Refusal to complete Examination Misconduct forms	Rustication (two semester)
13	Unauthorized communication	1 st timer warning

		2 nd timer Rustication (one semester)
14	Disruptive Behaviour	1 st timer warning 2 nd timer Rustication (one semester)
15	Influencing Examination Official	1 st timer warning 2 nd timer Rustication (one semester)
16	Unauthorized changing position	1 st timer warning 2 nd timer Rustication (one semester)
17	Disobeying Examination Instruction	1 st timer warning 2 nd timer Rustication (one semester)
18	Possession of telephone(s) in the examination hall either in use or not.	Rustication (one semester)
19	Failure to appear before the Misconduct Panel	Suspension for 2 semester after which none appearance leads to expulsion
20	Other related acts of Examination not specifically stated	Penalty shall be determined based on the recommendation of Misconduct Panel

*Recidivism expulsion.

EXAMINATION MALPRACTICE REPORT FORM

DATE: _____

STUDENT SURNAME: _____ OTHER NAME _____

EXAMINATION COURSE TITLE: _____ EXAMINATION COURSE CODE: _____

STUDENT MATRIC NO: _____ TIME OF INCIDENT: _____

NAME OF INVIGILATOR: _____ DEPARTMENT: _____

TYPE OF EXAMINATION MALPRACTICE COMMITTEED:

EVIDENCE ATTACHED: _____ YES _____ NO IS THE STUDENT ATTACHED _____ YES
_____ NO

IF NO, IS IT EXPECTED TO FOLLOW IMMEDIATELY? _____ YES _____ NO

IS THERE ANY OTHER STUDENTS INVOLVED IN THIS OFFENCE COMMITTED DURING THE EXAMINATION PERIOD?

IF YES

STATE _____

-

NAME: _____ MATRIC NO: _____

STUDENT SIGNATURE: _____ INVIGILATOR SIGNATURE: _____

DATE: _____ DATE: _____