

## **COURSE OUTLINE**

### **INTRODUCTION TO MASS COMMUNICATION**

**COURSE-CODE: MAC 101**

**CREDIT-UNITS: (3) Credit Units**

**COURSE-STATUS: Core Course**

**CLASS-LEVEL: 100 Level (First Semester)**

## **Course Description (NUC-Aligned)**

This course introduces students to the basic concepts, nature, scope, and functions of mass communication. It examines the communication process, mass media institutions, media messages, audiences, and the role of mass communication in society. The course also explores the historical development of mass media, professional ethics, media regulation, and contemporary issues in mass communication, including emerging digital media technologies.

## **Course Objectives (NUC-Compliant)**

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

1. Define communication and explain its processes and models.
2. Distinguish mass communication from other forms of communication.
3. Identify various mass media and their functions.
4. Trace the historical development of mass media globally and in Nigeria.
5. Explain the role of mass media in society and national development.
6. Understand the ethical and legal frameworks guiding mass communication practice.
7. Appreciate contemporary trends and challenges in mass communication.

## **Course Outline / Course Content (Weekly Structure)**

### **Week 1: Introduction to Communication**

- \* Meaning and definitions of communication
- \* Types and levels of communication
- \* Importance of communication in human society

### **Week 2: Communication Process and Models**

- \* Elements of communication

- \* Classical and contemporary communication models
- \* Noise and barriers to effective communication

### **Week 3: Concept and Nature of Mass Communication**

- \* Definitions and characteristics
- \* Functions of mass communication
- \* Mass communication versus interpersonal and group communication

### **Week 4: History and Evolution of Mass Media**

- \* Early forms of communication
- \* Development of modern mass media
- \* Evolution of mass media in Nigeria

### **Week 5: Print Media**

- \* Newspapers and magazines
- \* Characteristics and functions
- \* Structure and organization of print media establishments

### **Week 6: Broadcast Media**

- \* Radio broadcasting
- \* Television broadcasting
- \* Broadcasting structure and regulation in Nigeria

### **Week 7: Film and Recorded Media**

- \* Film as a medium of mass communication

- \* Motion pictures and documentaries
- \* Educational and entertainment functions

➤ **Week 8: Mid-Semester Test**

**Week 9: New Media and Digital Communication**

- \* Concept of new media
- \* Internet, social media, and online journalism
- \* Implications of digitalization for mass communication

**Week 10: Media Audiences**

- \* Concept of media audience
- \* Audience behaviour and media consumption
- \* Audience theories

**Week 11: Functions and Effects of Mass Media**

- \* Information, education, persuasion, and entertainment
- \* Mass media effects and influence
- \* Media and socialization

**Week 12: Media Ethics and Professionalism**

- \* Meaning of media ethics
- \* Codes of ethics in mass communication
- \* Professional challenges in media practice

**Week 13: Media Law and Regulation**

- \* Freedom of expression and the press

- \* Media laws in Nigeria

- \* Media regulatory bodies

### **Week 14: Mass Communication, Culture, and Development**

- \* Media and culture

- \* Mass communication and national development

- \* Contemporary issues and future of mass communication

### **Teaching and Learning Methods (NUC-Recommended)**

- \* Lectures

- \* Interactive discussions

- \* Case studies

- \* Student presentations

### **Assessment Structure (NUC Standard)**

- \* Continuous Assessment (Tests, Assignments, Quizzes): \*\*30%\*\*

- \* End-of-Semester Examination: 70%

### **Course Learning Outcomes**

On successful completion, students should demonstrate:

- \* Basic understanding of mass communication concepts

- \* Ability to identify and explain different mass media

- \* Awareness of ethical, legal, and professional issues in mass communication

### **Recommended Reading (NUC-Approved Authors)**

\* Okunna, C. S. Introduction to Mass Communication

\* McQuail, D. Mass Communication Theory

\* Baran, S. J. & Davis, D. K. Mass Communication Theory

\* Dominick, J. R. The Dynamics of Mass Communication