

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF ARTS
UNIVERSITY OF NIGERIA, NSUKKA.**

POSTGRADUATE PROGRAMME IN MASS COMMUNICATION

PHILOSOPHY

The postgraduate programmes in Mass Communication at the University of Nigeria are structured to capture the broad issues in the study of mass communication as an industry, profession, social agency, and a critical driver of national development. The programmes are planned to cater to communication issues in the various other fields of human endeavour in society, the arts and the sciences. The programmes have two major facets, namely communication and media studies. The communication facet handles practical issues in human communication, where attempt is made to connect communication with other allied areas such as politics, economy, population, social diversity, religion, gender, development, science and technology, health, urban affairs and the environment. The media angle addresses issues in the communication of the above-mentioned issues and areas. Professionalism, freedom of information and the political economy of the media are also covered in the media studies facet. Based on the media facet, candidates choose areas of specialization from where they can connect with the communication facet in choice of research and seminar topics. The areas of specialization are print, broadcasting, public relations, advertising, and ICT. The postgraduate programmes therefore attempt to imbue candidates with the skill and knowledge to proffer answers to questions relating to the role of communication to human society. The special areas of mass communication are captured in the programmes to reflect every angle in human communication, especially in this age of fast-pace developments in information and communication technology.

OBJECTIVES

The broad objectives of the programmes include the training of highly skilled communication practitioners in response to the demands of today's complex and ever-expanding communication industry in particular and national needs in general. Specifically, the programmes attempt to produce students who will:

1. adequately understand and service the communication needs of society in its various facets in industry, government agencies and other fields as contained in the philosophy of the programme.
2. identify emergent and existing social communication problems and proffer workable solutions, through social scientific methods
3. generate new ideas for running media outfits within the context of best practices
4. continue to evolve relevant communication ideas capable of being integrated into communication policy from time to time in an age of fast-pace communication technologies
5. uphold social stability through purposeful and positive reportage of Nigeria's diversity
6. constantly upgrade approaches to media professionalism and guarantee the sustenance of genuine democracy, free speech and human rights through their reporting of social issues.

SCOPE

The postgraduate programmes cover basic areas in communication education such as electronic and print media, advertising and public relations. The programmes also encompass other communication sub-fields geared towards social transformation such as communication and population communication. The programmes take note of the huge multi-disciplinarity of mass

communication, and cover ideas, topics and courses in almost all aspects of human existence. However, the foremost issue is the communication questions arising from each area.

ADMISSION REQUIREMENTS

A. PGD Programme: The programme is open to candidates with:

- i. Honours degree in any discipline other than mass communication
- ii. HND pass at the credit level in any discipline
- iii. First degree in Mass Communication that is below Second Class Lower.

B. Masters Programme

- i. In line with the university's policy of offering a quality education, the department admits for the master's degree programme candidates who possesses a good first degree of the University of Nigeria or of any recognized university in and beyond Nigeria in Mass Communication with at least second-class honours or its equivalent.
- ii. Candidates with Bachelor's degree in Mass Communication from an approved University with its CGPA of not below 3.0 on a 5 points scale shall be considered for admission.
- iii. Candidates with a good Postgraduate Diploma (3.5 CGPA) in Mass Communication from accredited Universities shall be considered.

C. Ph.D. Programme

For admission to the Ph.D. programme in Mass Communication, candidates should be holders of a Master's Degree in Mass Communication or Journalism from a recognized University. The candidate will be expected to have a minimum grade point average of 4.0 on a five point scale. Candidates must satisfy the University in the admission interview and aptitude test.

AREAS OF SPECIALISATION: MA AND PH.D

- Multimedia and Journalism
- Broadcasting/Electronic Media
- Public Relations
- Advertising and Marketing Communications
- Communication Advocacy
- Development Communication
- Population Communication

DURATION OF PROGRAMMES

PGD

Maximum and minimum duration of Postgraduate Diploma programme shall be:

Full-Time: A minimum of 2 Semesters
A maximum of 4 Semesters

M.A.

Full-Time: A minimum of 3 Semesters
A maximum of 6 Semesters

Part-Time: A minimum of 4 Semesters
A maximum of 8 Semesters

Masters/Ph.D.: A minimum of 8 semesters
A maximum of 12 semesters

PhD

Full-Time: A minimum of 6 Semesters

A maximum of 12 Semesters

Part-Time: A minimum of 10 Semesters
A maximum of 14 Semesters

For extensions beyond the specified maximum period, special permission of the Board of the Postgraduate School shall be required.

MODE OF STUDY

The mode of study for the doctoral degree programme in Mass Communication is by course work and comprehensive research to be embodied in a thesis. Each Ph.D. candidate is also required to present two seminars (research proposal and internal thesis defence) and the department may assign some advanced courses to be undertaken by candidates who were not well grounded in certain areas at the Master's Degree level. The courses and seminars must be passed before candidates' graduation. Candidate must do courses in Grant Writing and Synopsis Writing. Candidate must take and pass a minimum of 30 units as follows:

- Thesis	-	12 units
- Course Work	-	16 units
- Seminar/Workshops	-	4 units
- Grant writing	-	2 units
- Synopsis writing	-	2 units
Total	-	<u>36 Units</u>

DURATION OF THE PROGRAMME

Course work for the Ph.D. degree shall be for a minimum of six semesters for the fulltime candidates and eight semesters for the part time candidates. Minimum pass grade for all courses at Ph.D. level shall not be less than a B = 4.00 on a 5 points scale. The Ph.D. applicant shall begin first as a Ph.D. student, and after successfully passing all the course work at the 4.00 GPA, such a student now becomes a Ph.D. candidate. Total period for the Ph.D. programme in Mass Communication shall be a minimum of three (3) years postmasters degree work. Extension of programme duration shall be granted for not more than four semesters on the recommendation of the Head of Department and approved by the Dean of school of postgraduate studies.

REQUIREMENTS FOR GRADUATION

PGD Programme

I) To be awarded the PGD a student must have taken and passed the prescribed number of required courses from the approved list, a total of 24 units as follows:

Core courses	18 units
Project	6 units
Total	24 units

II) In all cases, PGD students must write and submit to the department a project duly supervised by a lecturer in the department whose qualifications are not below the Masters.

M.A. Programme

I) To be awarded the Master of Arts degree in Mass Communication, candidate must take and pass a prescribed number of courses from the approved list, a total of 48 units as follows:

Compulsory Courses	24 units
Core Courses	9 units
Elective Courses in areas of specialisation	3 units
Project	12 units

Candidates must also successfully defend their projects before an approved panel of Examiners to be constituted by the School of Postgraduate Studies.

Ph.D. Programme

Candidate must take and pass a minimum of 30 Units and Maximum of 36 Units as follows:

- | | | |
|---------------|---|----------|
| - Thesis | - | 12 units |
| - Course Work | - | 24 “ |

Every Ph.D. candidate must submit a thesis on a chosen and approved topic, supervised by a member of staff whose qualification is not below the Ph.D, and who is not lower than Senior Lecturer in rank.

The Ph.D. thesis must be defended before an external examiner dully nominated for that purpose and appointed by Senate. Candidates admitted to the programme may be required to take at least two advanced courses and present two seminars and two workshops. The seminars should be given in the second year of study and should be selected from:

- a) A group of foundation courses in communication or rhetorical theory
- b) Theoretical perspectives in Mass Communication;
- c) The core area of the candidate’s specialization.

Each candidate is also expected to present a thesis proposal to the appropriate committee and, if approved will be required to finally defend the thesis on completion of the work, in accordance with the stipulated university requirement.

Doctorate students with an average of 50% without failed courses will be allowed to proceed to the seminar stage. Students with an average of 50% with outstanding course(s) will retake them and as well proceed to the seminar stage. Students with an average of less than 50% will retake the entire courses.

LIST OF APPROVED SUPERVISORS

Prof. Ike S. Ndolo	-	Electronic Media
(BA (Houston), MA (Texas Southern), PhD (Howard), SLI (UCLA))		
Prof. N.M. Okoro	-	Public Relations and Advertising
BA, MA, Msc. (Nig.), Dip (England) Ph.D. (Awka)		
Dr. R. A.Udejah	-	Electronic Media
BA, MA, MSc., Ph.D. (Nig.)		
Dr. L.I. Anorue	-	Communication Advocacy and Journalism
BA, MA (Nig.) Ph.D (Awka)		
Barr. (Dr.) P.N. Nwokolo	-	Development Communication
BA (ESUT) MA, LLB (Nig.), Ph.D (Benue)		
Dr. G. H. Ezeah	-	Media Advocacy and Development Communication
BA, MA, Msc. (Nig.), Ph.D. (Uyo)		
Dr. M. O. Ukonu	-	Multimedia and Journalism
BA, MA, Ph.D. (Nig.)		
Dr. J. O. Wogu	-	Communication Advocacy
BA, MA (Nig.), Ph.D (Abakaliki)		
Dr. A.C. Ekwueme	-	Multimedia and Journalism

BA, MA, Ph.D (Nig.)

Dr. C.C. Okpoko - Development Communication and
BA, MA, Ph.D (Nig.) Communication Advocacy

JOB OPPORTUNITIES

Graduates of the postgraduate programmes in Mass Communication can work as journalists in the print and broadcast media as well as in the new media based outlets such as online newspapers/magazines, webcasting, and social media platforms of conversional media. They can serve as press secretaries and advisers/assistants on information and media matters to political leaders. They can also work as programme producers and presenters in broadcast stations; as editorial staff in book and magazine publishing outfits; as managers, copy writers and client service personnel in advertising agencies; as public relations officers and corporate affairs personnel in agencies, companies and institutions and as information officers at every tier of government. Other areas that offer employment opportunities include communication consultancy, and resource personnel in marketing and research departments of business organizations and departments of communication in polytechnics and universities.

STRESS AREAS	CODE
Basic foundation courses	0
Writing	1
Broadcasting	2
Print courses	3
Persuasion	4
Theories	5
History	6
Development Communication	7
Law and Ethics	8
Research	9

PGD ONE-YEAR PROGRAMME IN MASS COMMUNICATION

First Semester Courses (Full-Time)	Units
MAC 0501 Introduction to Mass Communication	2
MAC 0511 News Reporting & Writing	2
MAC 0521 Principles of Broadcasting	2
MAC 0581 Mass Communication Law & Ethics	2
MAC 0591 Techniques of Social Science Research	2
And any one of these courses	
MAC 0513 Feature and Magazine Article	2
MAC 0523 Radio TV Script Writing	
Total	12 Units
Second Semester Courses (Full-Time)	Units
MAC 0522 Radio/TV Production	2
MAC 0532 Print Production	2
MAC 0542 Principle of Advertising and Public Relations	2
MAC 0592 Seminar Presentation	3
MAC 0593 Research Project	6
And any one of these courses	
MAC 0512 Editorial Writing and Specialized Reporting	2
MAC 0524 Documentary Film Production	
Total	12 units

First Semester (Part-time)		Units
MAC 0501	Introduction to Mass Communication	2
MAC 0511	News Reporting & Writing	2
MAC 0521	Principles of Broadcasting	2
And any one of these courses	{ MAC 0513 Features and Magazine Article Writing MAC 0523 Radio/TV Script writing }	2
Total		8 units
Second Semester (Part-time)		
MAC 0581	Mass Communication Law & Ethics	2
MAC 0591	Techniques of Social Science Research	2
And any One of these courses	{ MAC 0512 Editorial Writing and Specialised Reporting 2 MAC 0524 Documentary Film Production }	2
Total		6 Units
Third Semester (Part-time)		
MAC 0522	Radio/TV Production	2
MAC 0532	Print Production	2
MAC 0542	Principles of Advertising and Public Relations	2
Total		6 units
Fourth Semester (Part-Time)		Units
MAC 0592	Seminar Presentation	3
MAC 0593	Research Project	6
Total		9

PGD COURSE DESCRIPTION

MAC 0501: Introduction to Mass Communication (2 units)

It is designed to initiate students into the discipline and reinforce the fundamental ideas of those candidates whose understanding of the dynamics of mass communication during their earlier encounter is inadequate. It is a survey and analysis of major concepts and principles of mass communication and their application to contemporary social problems. Briefly, it evaluates media operations, professionals, practitioners and their use of the mass media for varied purposes in contemporary society.

MAC. 0511: New Reporting and Writing (2 units)

It provides a “conversion” to mainstream mass communication for graduates of other disciplines. It introduces candidates to the principles and skills of effective news reporting and journalistic writing. Students are made to understand and appreciate the nature of news and develop writing skills and confidence in news reporting.

MAC 0512: Editorial Writing & Specialized Reporting (2 units)

Designed to provide instruction in the techniques of reporting such specialised subjects as agriculture, government and politics, medicine, religion, sports, labour, the courts and the arts. It exposes students to the fundamental strategies of editorial writing and it stresses a combination of analysis and practice in writing on specialised themes.

MAC 0513: Feature and Magazine Article Writing (2 units)

This course exposes students to writing beyond the straight news pattern. It involves intensive writing exercises covering various types of features and such article types as essays, reviews, personal opinion and fiction.

MAC 0521: Principles of Broadcasting

The course focusses on developmental phases of broadcasting as well as survey of scientists involved in the evolution. It involves description of some individual equipment used in broadcasting and how broadcasting relates with other aspects of life.

MAC 0522: Radio/TV Production (2 units)

This is a systematic analysis of basic technological elements of radio and television studio/control room and the nature of sound. It involves practical exercises in standard operating procedures and use of studio facilities, analysis of the techniques of managing a broadcasting studio, outside broadcasting, and practical daily management of broadcast stations, involving programme planning/scheduling, traffic control, and personnel management.

MAC 0523: Radio/TV Script Writing (2 units)

This is an introductory course in the pre-production and actual production of radio and television programmes utilizing the full facilities of the university studios. Students will acquire knowledge and skills required to produce programmes for radio and television. Practical demonstrations characterise this course in orientation in broadcast programme productions.

MAC 0524: Documentary Film Production (2 units)

It is an analytical approach to documentary film production. It examines various forms of documentaries with emphasis on film. Students combine analysis with practical workshop in producing documentary films in specific areas of life.

MAC 0532: Print Production (2 units)

This introduces students to the publishing process, from editing of copy to the production of the printed page. It analyses publishing as a mass industry organised in divisions. Students acquired knowledge and skills in publishing newspapers, journals, magazines and books.

MAC 0542: Principles of Advertising and Public Relations (2 units)

This course is designed to acquaint students with basic advertising and public relations principles. It teaches copy design and layout for print advertisements and special techniques for radio/TV commercials. The course also analyses social problems commonly found in industrial society and possible public relations strategies for handling them. It equally examines the media plus law and ethics related to advertising and public relations.

MAC. 0581: Mass Communication Law & Ethics (2 units)

This is a study of communication laws, constitutional guarantees, libel, privacy, contempt, censorship and pornography, privilege and Copyright Act. This course analyses the responsibilities of the journalist in the media and evaluates news material and programme content with respect to freedom of the press.

MAC 0591: Techniques of Social Science Research (2 units)

This course teaches core social science research methods. The course will also train students to identify researchable problems and develop research questions or hypotheses. It will involve detailed treatment of methods of collecting relevant research data, the format for presenting research results (from designing the table of contents to referencing, bibliography and appendix).

MAC 0592: Seminar (relevant area) (3 units)

The student is expected to present a seminar in relevant area of his or her study.

MAC 0593: Research Project (6 units)

This provides students the opportunity to demonstrate their understanding of theoretical, empirical and practical instructions in various sectors of mass communication through supervised execution of research projects.

MA PROGRAMME IN MASS COMMUNICATION**Compulsory Courses**

MAC 551	Communication Theories	3 Units
MAC 591	Applications of Research Methods in Mass Communication	3 Units
MAC 531	Newspaper/Magazine Organisation, Management & Production	3 Units
MAC 571	Communication for Development	3 Units
MAC 511	Advanced Reporting and Writing	3 Units
MAC 532	Topical Seminar in Mass Media and National Security	3 Units
MAC 582	Project Seminar	3 Units
PGC 601	Research Methodology and Application of ICT in Research	3 Units
MAC 592	Research Project (Dissertation)	12 Units

Core Courses in Areas of Specialization**A. Multimedia and Journalism****Core Courses**

MAC 501	New Media Theory and Society	3 Units
MAC 553	Science and Technology Reporting	3 Units
MAC 513	Multimedia Reporting	3 Units

Electives Courses for Multimedia Journalism Specialisation (Choose one Course)

MAC 521	Public Affairs Reporting	3 Units
MAC 561	Specialized Publications	3 Units
MAC 581	Communication and Public Health	3 Units

B. Radio/Television and Film Specialisation**Core-Courses**

MAC 505	Station Operations and Management	3 Units
MAC 555	Radio/TV Film Production Techniques	3 Units
MAC 533	Topical Seminar on Issues in Broadcasting	3 Units

Elective Courses for Radio, TV & Film Specialisation**Choose one of the electives**

MAC 523	News Electronic	3 Units
MAC 563	Announcing and Performance	3 Units
MAC 565	Docu-Drama Tech and Production	3 Units

C. Advertising and Public Relations (PRAD.)

Core-Courses

MAC 541	Advertising and Public Relation Practices	3 units
MAC 557	Advertising, Public Relations and Society	3 Units
MAC 507	Creative Workshop in Advertising and Public Relations	3 Units

Electives for Advertising and Public Relations**(Choose one out of the electives)**

MAC 525	Management and Marketing Principles in Advertising And Public Relations	3 Units
MAC 575	Ethics and Social Responsibility in Advertising And Public Relations	3 Units
MAC 595	International Public Relations	3 Units

COURSE DESCRIPTION FOR THE MA PROGRAMME**1. MULTIMEDIA AND JOURNALISM SPECIALISATION****MAC 501 New Media Theory and Society**

This course will examine issues in the evolution of new media theory and the impacts of new media on society. It will also examine new media economics as well as issues in the operation of new media as sole media establishments and as parts of mainstream media. The course deals with technology acquisition and training, issues in the control and regulations of new media and changes in the role and structure of the communication institution in society as a result of the evolutions and revolutions in communication technology. It will make recommendations on new media and the structure of the social communication institution in terms of training, organisation of the communication industry, qualifications for media practitioners and how to mainstream new communication technology into the fabric of public communication.

MAC 511 Advanced Reporting and Writing

The courses exposes students to advanced concepts and practices in news reporting and writing. It calls attention to the identification and sustenance of news sources, sourcing for background materials to news events and reports.

MAC 513 Multimedia Reporting

The course teaches students the methods for reporting for various media organisations. Its focus is the use of new media equipment to package messages suitable for various media forms. It exposes students to news syndication for multiple media organisations and working for various media arms of media conglomerates or media chains. The course takes care of converging media technologies and the blurring lines between them in terms of the technologies of news generation and presentation.

MAC 521 Public Affairs Reporting

The course teaches students the techniques of reporting urban issues such as environment and the justice systems. It acquaints students with knowledge of the structures of social institutions and agencies (national and international). The course teaches the terminology necessary for reporting social institutions in society in the language the audience will appreciate and understand.

MAC 561 Specialized Publications

The course acquaints students with the rudiments and principles of publishing special publications such as house organs of firms or publications devoted to special areas such as sports. The production processes, economics and structures are handled.

MAC 553 Science and Technology Reporting

The course exposes students to the techniques of reporting news about science and technology. Issues in the reportage of science and technology, terminology and topics for reportage are areas of focus. Issues in the reportage of scientific breakthroughs, calamities arising from the use of scientific discoveries, technology acquisition, and the introduction of technological innovations are areas that will be stressed. The course will dwell a lot on practical assignments in science and technology reporting.

MAC 581 Communication and Public Health

The course acquaints students with the principles of health reporting. It attempts to show the applications of communication to public healthcare issues. It dwells on the communication issues and questions in health reporting, healthcare delivery, health information system, knowledge and attitudes of the citizenry to health information.

2. RADIO/TELEVISION AND FILM SPECIALISATION**MAC 505 Station Operations and Management**

Acquaints students with general principles of management with reference to the peculiarities and challenges of managing broadcast media establishments. The relationship between management and pattern of ownership and the interplays between the two will be stressed. The course will draw attention to broadcast personnel, management theory and principles and the strategies for the day-to-day routine management of broadcast stations.

MAC 555 Radio/TV Film Production Techniques

Acquaints students with the principles and techniques of producing non-news broadcast contents for radio and television stations. It also exposes students to the techniques of film production.

MAC 533 Topical Seminar on Issues in Broadcasting

As a seminar course, students are expected to prepare seminar papers for presentation. Topics must be approved by the course lecturer or by an authorised departmental panel, and will bear on issues in broadcasting in Nigeria and beyond.

MAC 523 News Electronic

The course exposes students to the techniques of producing hard news bulletins for radio and television stations. It will focus on procurement of news content, editing news content, video editing, and studio and floor management for news presentation.

MAC 563 Announcing and Performance

This course is designed to audition students after teaching them the appropriate oral delivery, dressing and comportment for news casting and continuity announcing for radio and television. Students are required to gain practical experience through serving as continuity announcers, news anchors, correspondents and programme presenters in the department's radio and television studios.

MAC 565 Docu-Drama Tech and Production

The course is practice-oriented. The planning and production of documentary will be discussed followed by a production exercise. The production will tend towards documentaries for short drama.

3. ADVERTISING AND PUBLIC RELATIONS SPECIALISATION**MAC 541 Advertising and Public Relation Practices**

The course gives a background of advertising and public relations. Areas of convergence and divergence are highlighted. Key issues in the practice of advertising and public relations are discussed. Such issues include professionalism, laws, ethics, social impacts, constraints and prospects

MAC 557 Advertising, Public Relations and Society

The course exposes students to the social impacts of advertising and public relations. The changing technologies of advertising and public relations are discussed.

MAC 507 Creative Workshop in Advertising and Public Relations

The course is practice-oriented. It discusses pertinent problems and challenges in advertising and public relations as professional fields. Topics are developed from existing and emergent problems and challenges in the fields, and are thoroughly discussed in paper presentations and workshops. Creative issues in the designing of advertisements and public relations writings and programmes will be topics for workshops.

MAC 525 Management and Marketing Principles in Advertising and Public Relations

The course exposes students to the marketing principles that underlie advertising and public relations. The communication and promotional aspects of the two fields will be discussed.

MAC 575 Ethics and Social Responsibility in Advertising

This course raises issues in ethics and social responsibility in advertising and public relations practice. The arguments, audience complaints and company responsibilities are raised. The defenses of companies and the way forward on harmonising industry reality with ethical issues are discussed. Ethical provisions and theory and social responsibility theories are also discussed.

MAC 595 International Public Relations

This course introduces students to techniques of public relations practice in international organisations. It raises issues in law, technology, culture, message production and ethical responsibilities as well as international public relations media.

4. COURSE DESCRIPTION FOR COMPULSORY COURSES**MAC 551 Communication Theories**

The course will expose students to various theories of communication. It will also be a means of teaching students how to use communication theories as frameworks in research projects. It takes a deeper and critical look at the new emerging theories of mass communication in the context of the information society.

MAC 591 Applications of Research Methods in Mass Communication

The course enables students to get approvals for project topics and work in conjunction with approved project supervisors and department project examination panels to produce and defend research projects

MAC 531 Newspaper/Magazine Organisation, Management & Production

The course aims at familiarizing students with contemporary trends in print media (newspaper and magazine) management, editing and production. Production and management processes are topics for discussion. This will normally cover procurement of content, newspaper production personnel, editing techniques, and content packaging.

MAC571 Communication for Development

The course aims at deeper appreciation and understanding of the principles of using communication for development. It begins from development as a concept, and takes up issues in communication for development. The course connects communication with various areas of national development and issues on dependency and hegemony in the international communication and development arenas. It reviews the various understandings of development, the contemporary reality in the era of globalization and the attendant changes in the modes of operating development communication.

MAC 511 Advanced Reporting and Writing

The course teaches higher skills in reporting and writing relative to what was learnt in principles of news reporting and writing at the undergraduate level. Reporting and writing techniques for newspapers, magazines, public relations, advertising and new media are discussed.

MAC 532 Topical Seminar in Mass Media and National Security

The course exposes students to techniques of seminar presentation. It enables students to learn the various areas where papers are developed and presented. It is an occasion for teaching mini-research project writing and communication. Methods of developing and presenting long essays are also taught. Students are expected to get approved topics, and work under the supervision of the course lecturer.

MAC 582 Project Seminar

This course enables students to develop seminar papers from their research projects. It creates the platform to defend the research project before a panel of examiners approved by the department.

MAC 592 Research Project (Dissertation)

Students are assigned to supervisors with whom they work on approved topics to be examined by an external examiner appointed by the University through the School of postgraduate studies.

COURSES FOR THE PH.D PROGRAMME**First Semester**

MAC 681: Mass Communication Research Methods	3Units
MAC 682: Digital Technologies in Communication	3Units
MAC 685: Seminar on foundation Courses in Mass Communication	3Units
MAC 686: Ethnocommunicology	3Units
MAC 687: Advanced Communication Theory	3Units
MAC 685 The Social Matrix of Communication	3Units

Second Semester

MAC 689: Media Aesthetics	3Units
PGC 701: Synopsis and Grant Writing	3Units
MAC 692: Thesis	3Units

Ph.D COURSE/SEMINAR DESCRIPTION**FIRST SEMESTER****MAC 681: Mass Communication Research Methods – (3 units)**

This course is designed to update students' knowledge on the techniques for the prosecution of Social Science research in general and mass communication research in particular. It will examine salient stages in the research process ranging from choosing socially relevant topics to interpreting and presenting research findings. The course will expose students to current strides in research in various areas of mass communication with particular reference to the theoretical perspectives in the discipline.

MAC 682 Digital Technologies in Communication – (3 units)

This course is designed to update the knowledge of students with respect to the rapid developments in information and communication technologies (ICTs) in the digital age. It is also expected to help students attain competence in the use of ICTs in acquiring, processing, storing, retrieving and distributing information as part of the mass communication process.

MAC 683: Seminar on Foundation Courses in Mass Communication – (3 units)

Seminar paper presentations on such core areas as print and broadcast journalism, film production, media and society, persuasion and information and communication technologies (ICTs).

MAC 686: Ethnocommunicology (3 units)

A study of the early communication systems up to the birth of print as well as their import in the modern world. The problems of integration, the new world information and communication order and options for the future.

MAC 687: Advanced Communication Theory (3 units)

Seminar on contemporary theories of communication and reviews of application with particular reference to the African situation.

MAC 685 The Social Matrix of Communication (3 units)

A study of factors governing the flow of information in society, including social values, communication media, institutional and organizational settings, roles, power status, etc.

SECOND SEMESTER

MAC 689: Media Aesthetics (3 units)

The study of aesthetic principles and creative uses of media not simply as transmission devices but as art forms effectively communicating ideas and information.

PGC 701 Synopsis and Grant Writing (3 units)

A study in synopsis writing, title, abstract, background, aims and objectives, design, methodology, findings and recommendations. To be organized by School of Postgraduate Studies.

MAC 692 Thesis (12 units)

This is the outcome of a supervised study under an approved person/persons. It should meet faculty specifications and format as well as the School of Postgraduate Studies regulations.