

<b>Faculty</b>	Management and Social Sciences	
<b>Department</b>	Sociology	
<b>Course Title</b>	Communication and Society	
<b>Year of Study</b>	IV	
<b>Course Code</b>	CSS 413	
<b>Credit Hours</b>	2	
<b>Contact Hours</b>	30	
<b>Mode of Delivery</b>	Classroom Lectures	
<b>Mode of Assessment</b>		<b>Weight%</b>
<b>Continuous Assessment</b>		30%
<b>Final Examination</b>		70%
<b>Total</b>		100%
<b>Course Lecture/Instructor</b>	Mr. Babatunde S. O	
<b>Course Description</b>	Examination of the mass media of communication as a social Institution with particular attention to pertinent sociological concepts, themes and problems. The role and relationship of the mass media vis-à-vis major social institutions. Focus will be on the sociology and professionalism of mass media communicators, mass media contents and cultural imperialism of media dependency; internal dynamics and control of mass media organizations and mass communication politics; and the role of communication in development are critically examined	
<b>Course Objectives</b>	<p>This course would enable the understanding of the following:</p> <p>Define communication (a) discuss types of communication (b) outline the process of communication</p> <p>Outline forms of African communication system (a) discuss the advantages of modern means of communication (b) establish the relationship between traditional and modern means of communication in Nigeria.</p> <p>Define the mass media (a) discuss the various classes of the mass media (b) explain the characteristics of the various classes of the mass media.</p> <p>Explain the theory of mass media (a) explain the characteristics and relevance of theory to the society (b) explain the different types of theories of the mass media (c) define the kind of theories of the mass media that we operate in Nigeria.</p>	

	<p>Explain the different types of media ownership (a) explain the indirect control of the media (b) explain the reasons behind media control.</p> <p>Discuss press freedom (a) outline constitutional guarantees for press freedom (b) discuss limits to press freedom in Nigeria.</p> <p>Define social structure (a) explain the importance of social structure (b) outline the class structure of contemporary Nigeria</p> <p>Define culture (a) outline the components of culture (b) state the relationship between culture and the mass media.</p> <p>Discuss social change (a) outline the approaches to social change (b) discuss obstacles to social change (c) define the mass media (d) establish the relationship between social change and the mass media.</p> <p>Define cultural imperialism and explain media dependency.</p> <p>Define globalization (a) discuss the effects of globalization (b) explain the roles of the mass media in a globalized community.</p> <p>Define social institutions (a) discuss types of social institutions (b) explain the relationship between social institutions and the mass media.</p> <p>Explain what constitutes economic news (a) discuss confronting economic journalism (b) explain relationship between the media and the economy.</p>
<p><b>Learning Outcomes</b></p>	<p>By the end of the course, students will be able to:</p> <p>Define communication (a) discuss types of communication (b) outline the process of communication</p> <p>Outline forms of African communication system (a) discuss the advantages of modern means of communication (b) establish the relationship between traditional and modern means of communication in Nigeria.</p> <p>Define the mass media (a) discuss the various classes of the mass media (b) explain the characteristics of the various classes of the mass media.</p> <p>Explain the theory of mass media (a) explain the characteristics and relevance of theory to the society (b) explain the different types of theories of the mass media (c) define the kind of theories of the mass media that we operate in Nigeria.</p> <p>Explain the different types of media ownership (a) explain the indirect control of the media (b) explain the reasons behind media control.</p>

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<b>Teaching and Learning</b>	The class will meet for two hours each week. Class time will be used for a combination of lectures and practical sessions	
<b>Detailed Course Content</b>	<p>The Communication Process, Traditional and Modern Means of Communication, The Mass Media – Classifications and Characteristics, Functions of the Mass Media, Theories of the Mass Media, Overview of the Mass Media in Nigerian Society, Media Ownership and Control, Press Freedom in Nigeria, The Nigerian Press Council, The Nigerian Social Structure, Culture and the Mass Media, Social Change and the Mass Media, Cultural Imperialism and Media Dependency, Globalization and the Media, Social Institutions and the Mass Media, Mass Media and Economy, Technology and the Media, Social Effects of the Mass Media, Media and Governance, media and society, Media Ethics in Nigeria, Mass Media and Development</p>	
<b>Course Content Sequencing</b>		
<b>Weeks</b>	<b>Detailed Course Outline</b>	<b>Allocated Time</b>
<b>Week 1</b>	The Communication Process, Traditional and Modern Means of Communication	2 hours
<b>Week 2, 3</b>	, The Mass Media – Classifications and Characteristics, Functions of the Mass Media,	4 Hours

	Theories of the Mass Media, Overview of the Mass Media in Nigerian Society	
<b>Week 4, 5, 6</b>	, The Mass Media – Classifications and Characteristics, Functions of the Mass Media, Theories of the Mass Media, Overview of the Mass Media in Nigerian Society	6 Hours
<b>Week 7, 8</b>	Media Ownership and Control, Press Freedom in Nigeria, The Nigerian Press Council, The Nigerian Social Structure, Culture and the Mass Media, Social Change and the Mass Media, Cultural Imperialism and Media Dependency, Globalization and the Media	4 Hours
<b>Week 9, 10, 11</b>	, Social Institutions and the Mass Media, Mass Media and Economy, Technology and the Media, Social Effects of the Mass Media, Media and Governance, media and society, Media Ethics in Nigeria, Mass Media and Development	6 Hours
<b>Week 12</b>	Examination	
<p><b>Recommended Reading Material</b></p> <p><b>Daramola, I. (2005). Mass Media and Society. Lagos: Rothan Press.</b></p> <p><b>Okoro, N. and Agbo, B. (2003). Writing for the Media Society. Nsukka: Prize Publishers.</b></p> <p><b>Onwuejeogwu, M.A. (1992). The Social Anthropology of Africa: An Introduction. Ibadan: Heinemann Educational Books.</b></p> <p><b>Giddens, A. (1989). Sociology. Cambridge: Polity Press. Egbon, M. (2005). Democratic Journalism in Two Worlds: A Comparative Study of Press Freedom in the American and the Nigerian Mass Media. Zaria: Tamaza Publishing Company.</b></p> <p><b>Okolocha, C.F., Nwanunobi, C.O. and Igbo, E.U.M. (1999). Introduction to Sociology. Lagos: Acquitas Consortium.</b></p> <p><b>Daramola, I. (2003). Introduction to Mass Communication. 2nd edition. Lagos: Rothan Press.</b></p> <p><b>Haralambos, M. and Holborn, M. (1995). Sociology Themes and Perspectives. 4th edition. London: Harper Collins Publishers.</b></p> <p><b>Folarin, B. (1998). Elements of Journalistic Style. Ibadan: Stirling Horden</b></p>		