

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Foundation of Broadcasting	
Year of Study	2	
Course Code	MCM209	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures ad	
Mode of Assessment		Weight%
Continuous Assessment		30%
Final Examination		70%
Total		100%
Course Lecture/Instructor	MR IBRAHIM IBUKN ADEBOWALE	
Course Description	he Foundations of Broadcasting course provides a comprehensive introduction to the exciting world of broadcasting. This course is designed to equip students with a fundamental understanding of key concepts, techniques, and practices within the broadcasting industry. Whether you aspire to be a radio host, television presenter, journalist, or media producer, this course serves as an essential stepping stone to your broadcasting career.	
Course Objectives	The Foundations of Broadcasting course is designed to impart students with a comprehensive understanding of the broadcasting industry. By the course's conclusion, students should have a clear grasp of broadcasting's historical evolution and its contemporary relevance across various platforms. The course seeks to enhance students' communication skills, emphasizing effective voice modulation, articulation, and body language for on-air presence. It also focuses on scriptwriting proficiency, technical competence in operating broadcasting equipment, and adherence to ethical and legal standards. Furthermore, students will develop fundamental journalistic skills for news reporting and storytelling.	
Learning Outcomes	This course aims to prepare students for diverse career opportunities within broadcasting while keeping them informed about the latest industry trends and innovations, ensuring their readiness for this dynamic and influential field.	
Teaching and Learning	The class will meet for two (2) hours every week. Class time will be used for a combination of lectures and practical sessions.	
Detailed Course Content	the basic aspect of information system security management. Part of the expected areas the course is to cover are: Information gathering; Information security in the 21st century with special emphasis on computer security; Introduction to system analysis and design; Information system security ; a guide to the use of water quality management principles; ethics of information communication technology; information security integration; ways of integrating information assurance into system administration; the innovation system and the economics of innocent fraud management.	
Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction to Broadcasting Course overview and objectives Historical evolution of broadcasting Significance of broadcasting in the media landscape	2 hours

Week 2	Broadcasting Platforms Radio broadcasting: Past and present Television broadcasting: From analog to digital The rise of digital and online broadcasting	2 hours
Week 3	Communication Skills Effective communication principles Voice modulation and control Articulation and pronunciation practice	2 hours
Week 4	Scriptwriting for Broadcasting Basics of scriptwriting Writing for radio broadcasts Writing for television broadcasts	2 hours
Week 5	Technical Foundations Introduction to broadcasting equipment Studio operations and workflow Hands-on equipment familiarization	2 hours
Week 6	Ethics and Regulations Ethical considerations in broadcasting Legal regulations and industry standards Case studies on responsible broadcasting	2 hours
Week 7	Broadcast Journalism Introduction to journalism within broadcasting News gathering techniques Reporting for radio and television	2 hours
Week 8	Communication Practice Voice and delivery practice sessions Scriptwriting exercises Mock broadcasts and feedback	2 hours
Week 9	Broadcasting Careers Exploring career paths in broadcasting Guest speakers from the industry Resume building and career planning	2 hours
Week 10	Industry Trends and Challenges Current trends in broadcasting Technological innovations Addressing challenges in modern broadcasting	2 hours
Week 11	Course Wrap-Up and Future Directions Review of course highlights and key takeaways Student presentations on broadcasting topics Discussion of potential next steps in the broadcasting field	2 hours

RECOMMENDED MATERIALS

Broadcasting, Cable, the Internet, and Beyond: An Introduction to Modern Electronic Media" by Joseph R. Dominick - This comprehensive textbook provides a thorough introduction to the broadcasting industry, covering both traditional and digital media, making it suitable for a modern broadcasting course.

Electronic Media: An Introduction" by Lynne Schafer Gross and Brian Gross - This book offers a solid foundation in electronic media, including broadcasting, and covers topics such as industry history, technology, and the impact of digital media.

Broadcasting Basics: A Guide to Starting and Operating Radio and Television Stations" by Terry L. Hockett - This practical guide is particularly useful for students interested in the technical and operational aspects of broadcasting.

Writing for Television, Radio, and New Media" by Robert L. Hilliard - An essential resource for scriptwriting in broadcasting, this book covers the unique requirements and techniques for crafting scripts for various media.

Broadcast Journalism: Techniques of Radio and Television News" by Andrew Boyd - Ideal for students focusing on broadcast journalism, this book provides insights into news gathering, reporting, and storytelling in the context of broadcasting.

The Radio Station: Broadcast, Satellite, and Internet" by Michael C. Keith - A valuable resource for understanding the intricacies of radio broadcasting, including its history, operations, and modern challenges.



THOMAS ADEWUMI UNIVERSITY, OKO, KWARA STATE, NIGERIA

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

PROGRAMME: BSC MASS COMMUNICATION

COURSE OUTLINE

COURSE: ADVERTISING MEDIA PLANNING

COURSE CODE: MCM 221

LECTURER: MR IBRAHIM I.A.

Email: lbukun.ibrahim@tau.edu.ng

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Advertising Media Planning	
Year of Study	2	
Course Code	MCM221	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures ad	
Mode of Assessment		Weight%
Continuous Assessment		30%
Final Examination		70%
Total		100%
Course Lecture/Instructor	MR IBRAHIM IBUKN ADEBOWALE	
Course Description	<p>The Advertising Media Planning course is designed to provide students with a comprehensive understanding of the strategic and creative aspects of crafting effective advertising media plans. Through a blend of theory and practical application, this course covers key topics such as target audience analysis, media selection, budget allocation, campaign execution, and performance measurement.</p> <p>Students will learn to navigate the dynamic landscape of advertising platforms, from traditional media like TV and print to digital channels and social media. By the end of the course, students will possess the knowledge and skills necessary to develop media plans that maximize reach, engagement, and return on investment, making them well-equipped for successful careers in advertising and marketing.</p>	
Course Objectives	<p>The course objectives for Advertising Media Planning are to equip students with the expertise needed to create strategic and effective media plans for advertising campaigns. Throughout the course, students will learn how to conduct thorough audience research, analyze market data, and select appropriate media channels to reach target audiences. They will develop the skills to allocate budgets effectively, design impactful advertising messages, and implement campaigns across various media platforms. Additionally, students will gain proficiency in evaluating the performance of media plans and making data-driven adjustments. By achieving these objectives, students will be prepared to excel in the dynamic field of advertising, where thoughtful media planning is essential for delivering successful marketing campaigns.</p>	
Learning Outcomes	<p>The primary learning objective of this Advertising Media Planning course is to equip students with the essential knowledge and skills needed to create well-informed, strategic media plans for advertising campaigns. Through a comprehensive curriculum, students will learn to conduct audience research, identify target demographics, and effectively allocate budgets to maximize the reach and impact of their campaigns. They will gain proficiency in crafting persuasive advertising messages tailored to various media platforms, both traditional and digital</p>	
Teaching and Learning	<p>The class will meet for two (2) hours every week. Class time will be used for a combination of lectures and practical sessions.</p>	
Detailed Course Content	<p>The Advertising Media Planning course is an in-depth exploration of the strategies and techniques involved in creating effective media plans for advertising campaigns. Throughout the course, students will delve into audience analysis, media selection, budget allocation, and campaign execution across a diverse range of advertising channels, encompassing both traditional and digital platforms. Practical hands-on exercises will enable students to develop real-world media plans and craft persuasive advertising messages. Additionally, the course will emphasize performance evaluation, empowering students to assess the impact of their media plans and make informed, data-driven adjustments. By the course's end, students will be well-equipped to excel in the competitive world of advertising by mastering the art and science of media planning.</p>	

Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	<p>Introduction to Advertising Media Planning</p> <p>Course overview and objectives Role of media planning in advertising Historical perspectives and industry trends</p>	2 hours
Week 2	<p>Understanding Target Audiences</p> <p>Principles of audience analysis Segmentation strategies Psychographics and demographics in audience profiling</p>	2 hours
Week 3	<p>Media Research and Analysis</p> <p>Introduction to media research tools and techniques Competitive analysis Media consumption patterns and behavior</p>	2 hours
Week 4	<p>Media Selection Strategies</p> <p>Choosing the right media channels Traditional vs. digital media Assessing media reach and frequency</p>	2 hours
Week 5	<p>Budgeting and Resource Allocation</p> <p>Budgeting considerations in media planning Efficient allocation of advertising budgets Media cost evaluation and negotiation skills</p>	2 hours
Week 6	<p>Creative Message Development</p> <p>Crafting persuasive advertising messages Creative briefs and ad content creation Ensuring message consistency across media channels</p>	2 hours
Week 7	<p>Traditional Media Planning</p> <p>Television advertising planning Radio and print media strategies Out-of-home advertising considerations</p>	2 hours
Week 8	<p>Digital Media Planning</p> <p>Online advertising landscape Search engine marketing (SEM) and search engine optimization (SEO) Social media advertising and content strategy</p>	2 hours
Week 9	<p>Integrated Campaign Planning</p> <p>Developing integrated media plans Cross-channel coordination</p>	2 hours

	Measuring the synergy of integrated campaigns	
Week 10	Performance Measurement and Analytics Key performance indicators (KPIs) in media planning Media tracking and analysis tools Data-driven decision-making and optimization	2 hours
Week 11	Campaign Evaluation and Future Trends Evaluating campaign success Adapting to evolving media trends Preparing for the future of advertising media planning	2 hours
Week 14	Examination	

RECOMMENDED MATERIALS

"Advertising in Nigeria: A Communication Perspective" by Asemahle C. Orabipi and Alexander Ugwunna - This book explores advertising practices and media planning within the Nigerian context.

"Media Planning, Buying, and Research in Nigeria" by Rotimi Williams Olatunji and Augustine A. Adaora - A Nigerian-authored guide that provides insights into media planning, buying, and research in the Nigerian market.

"Advertising Media Planning: A Brand Management Approach" by Larry D. Kelley and Donald W. Jugenheimer - This comprehensive textbook covers the fundamentals of media planning and strategy.

"Strategic Advertising Management" by Larry Percy, Richard F. Beltramini, and Michael Saren - This book explores strategic advertising planning, including media selection and budgeting.

"Media Planning: A Practical Guide" by Jim Surmanek and Jack Tait - This practical guide offers insights into media planning techniques and real-world examples.

"Media Planning and Buying in the 21st Century: Integrating Traditional and Digital Media" by Ronald D. Geskey and Larry D. Kelley - This book provides a contemporary perspective on media planning, covering both traditional and digital media.



THOMAS ADEWUMI UNIVERSITY, OKO, KWARA STATE, NIGERIA

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

PROGRAMME: BSC MASS COMMUNICATION

COURSE OUTLINE

COURSE: INTERNATIONAL COMMUNICATION

COURSE CODE: MCM 301

LECTURER: MR IBRAHIM I.A.

Email: lbukun.ibrahim@tau.edu.ng

THOMAS ADEWUMI UNIVERSITY, OKO-IRESE COURSE OUTLINE	
Faculty	Management and Social Sciences
Department	Mass Communication
Course Title	International Communication I
Year of Study	3
Course Code	MCM301
Credit Hours	2

Contact Hours	30	
Mode of Delivery	Classroom Lectures	
Mode of Assessment	Weight%	
Continuous Assessment	30%	
Final Examination	70%	
Total	100%	
Course Lecture/Instructor	MR IBRAHIM IBUKN ADEBOWALE	
Course Description	<p>The International Communication course offers an in-depth exploration of the dynamics, challenges, and strategies in global communication. This course is designed to equip students with the knowledge and skills necessary to navigate the complexities of cross-cultural communication in today's interconnected world. Students will examine key concepts, theories, and case studies related to international communication, addressing topics such as intercultural communication, media globalization, diplomacy, and the role of technology in fostering global connections. Through a combination of lectures, discussions, and practical exercises, students will gain a comprehensive understanding of how communication shapes international relations, cultures, and societies. This course is essential for anyone aspiring to work in international relations, diplomacy, journalism, or global marketing, as it provides critical insights into effective communication across borders and cultures.</p>	
Course Objectives	<p>The primary objective of the International Communication course is to equip students with the essential skills and knowledge needed to effectively communicate and interact in a global context. Through this course, students will develop a deep understanding of intercultural communication dynamics, media globalization, and the role of communication technologies in connecting diverse cultures and societies. They will learn to navigate cross-cultural challenges, foster international relations, and engage in meaningful dialogue across borders. By achieving these objectives, students will be prepared to excel in careers that require effective communication on a global scale, contributing to positive international interactions and understanding.</p>	
Learning Outcomes	<p>The learning outcomes of the International Communication course encompass developing a nuanced intercultural competence, enabling students to communicate effectively and respectfully across diverse cultural contexts. They will gain a profound understanding of the intricate dynamics of media globalization, recognizing its profound impact on information dissemination, cultural exchange, and international relations. Furthermore, students will acquire practical diplomacy skills, including negotiation and conflict resolution techniques, critical for effective cross-border communication.</p>	
Teaching and Learning	<p>The class will meet for two (2) hours every week. Class time will be used for a combination of lectures and practical sessions.</p>	
Detailed Course Content	<p>The course content of International Communication encompasses a wide array of vital topics for navigating the complex realm of global communication. Students will explore the fundamentals of intercultural communication, delving into the dynamics of cross-cultural interactions, cultural sensitivity, and communication barriers. They will analyze the profound impact of media globalization, including the role of international media conglomerates, cultural imperialism, and the challenges of maintaining cultural diversity in a globalized media landscape. The course also covers diplomacy and negotiation strategies in international relations, emphasizing effective communication in diplomatic contexts. Additionally, students will delve into the transformative power of communication technologies, exploring the role of digital media, social networking, and virtual diplomacy in fostering global connections. Through this comprehensive curriculum, students will gain a holistic understanding of international communication's role in shaping cultures, societies, and global relations.</p>	
Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction to International Communication	2 hours

	<p>Course overview and objectives</p> <p>Historical perspectives on international communication</p> <p>The importance of cross-cultural communication</p>	
Week 2	<p>Intercultural Communication</p> <p>Fundamentals of intercultural communication</p> <p>Cultural dimensions and their impact</p> <p>Strategies for effective cross-cultural communication</p>	2 hours
Week 3	<p>Media Globalization</p> <p>Understanding media globalization</p> <p>Cultural imperialism vs. cultural hybridity</p> <p>The role of international media conglomerates</p>	2 hours
Week 4	<p>International Media and Journalism</p> <p>The influence of media on international affairs</p> <p>Reporting on global events and conflicts</p> <p>Media ethics and global journalism</p>	2 hours
Week 5	<p>Diplomacy and International Relations</p> <p>Introduction to diplomacy in international communication</p> <p>Diplomatic communication skills</p> <p>Negotiation and conflict resolution techniques</p>	2 hours
Week 6	<p>International Public Relations</p> <p>Role of PR in international organizations</p> <p>Building and maintaining global corporate image</p> <p>Crisis communication in an international context</p>	2 hours
Week 7	<p>Communication Technologies in Global Context</p> <p>The impact of digital media on international communication</p> <p>Social media's role in diplomacy and activism</p> <p>Virtual diplomacy and online international relations</p>	2 hours
Week 8	<p>Cultural Diplomacy</p> <p>The concept of cultural diplomacy</p> <p>Case studies of successful cultural diplomacy initiatives</p> <p>Role of cultural exchange in international relations</p>	2 hours
Week 9	<p>Global Marketing and Advertising</p> <p>International marketing strategies</p> <p>Advertising in a multicultural world</p> <p>Adapting branding and messaging for global audiences</p>	2 hours
Week 10	<p>International Development Communication</p> <p>Communication's role in international development</p> <p>Health, education, and social awareness campaigns</p>	2 hours

	The challenge of addressing global issues through communication	
Week 11	Future Trends in International Communication Emerging trends in global communication The impact of AI and technology on international relations Preparing for the future of international communication	2 hours
Week 14	Examination	

RECOMMENDED MATERIALS

"Media and Cross-Cultural Communication in Nigeria" by Umaru A. Pate - This Nigerian-authored book focuses on cross-cultural communication within the Nigerian context, offering insights into the nation's diverse culture.

"Diplomacy, Communication and International Relations: A Nigerian Perspective" by F. B. Adigun and S. E. Ogbonna - A text that explores the role of communication in Nigerian diplomacy and international relations.

"Media, Culture, and Society in Nigeria" by Lai Oso - This book provides a comprehensive examination of media and communication in Nigeria, shedding light on the country's unique media landscape.

"Intercultural Communication in Nigeria" by Mbangwana, Judith and Akpan, Isaac I. - A resource that delves into the intricacies of intercultural communication within Nigeria, emphasizing its cultural diversity.

"Understanding Global Media" by Tony Wilson and Dwayne Winseck - This book explores the global media landscape and the role of international communication in the contemporary world.

"Intercultural Communication: A Contextual Approach" by James W. Neuliep - A comprehensive guide to understanding and navigating intercultural communication dynamics.



THOMAS ADEWUMI UNIVERSITY, OKO, KWARA STATE, NIGERIA

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

PROGRAMME: BSC MASS COMMUNICATION

COURSE OUTLINE

COURSE: INTRODUCTION TO PHOTOJOURNALISM

COURSE CODE: MCM 303

LECTURER: MR IBRAHIM I.A.

Email: lbukun.ibrahim@tau.edu.ng

THOMAS ADEWUMI UNIVERSITY, OKO-IRESE COURSE OUTLINE	
Faculty	Management and Social Sciences
Department	Mass Communication
Course Title	Introduction to Photojournalism
Year of Study	3
Course Code	MCM303
Credit Hours	2
Contact Hours	30
Mode of Delivery	Classroom Lectures and Photography Studio
Mode of Assessment	Weight%
Continuous Assessment	30%
Final Examination	70%
Total	100%

Course Lecture/Instructor	MR IBRAHIM IBUKN ADEBOWALE	
Course Description	This comprehensive photojournalism course equips students with the essential skills and knowledge to excel in the dynamic field of visual storytelling. Through a combination of theoretical instruction and hands-on practical training, participants will learn the art of capturing compelling and ethically sound photographs that convey news, events, and human experiences. Topics covered include camera operation, composition techniques, photo editing, journalistic ethics, legal considerations, and the role of photojournalism in today's media landscape. Students will gain practical experience in real-world scenarios, including covering breaking news, feature stories, and documentary projects, while also exploring the evolving digital tools and platforms shaping the industry. By the end of this course, participants will be well-prepared to pursue a career in photojournalism or enhance their storytelling abilities through powerful imagery.	
Course Objectives	The primary objective of this photojournalism course is to equip students with the necessary skills and knowledge to become proficient visual storytellers in the realm of journalism. By the end of the course, students will be able to effectively use cameras, apply composition techniques, and employ photo editing tools to capture and produce compelling images that communicate news, events, and human narratives. Furthermore, they will gain a deep understanding of journalistic ethics, legal responsibilities, and the evolving role of photojournalism in contemporary media. Through practical assignments and real-world experiences, students will develop the practical proficiency and critical thinking abilities needed to excel in the field, whether pursuing a career in photojournalism or utilizing visual storytelling as a powerful communication tool in various contexts.	
Learning Outcomes	Upon completing this photojournalism course, students can expect to achieve a range of learning outcomes. These include mastering the technical aspects of photography, demonstrating proficiency in camera operation and photo editing. Students will also develop a keen eye for visual composition, enabling them to create captivating and meaningful images. Moreover, they will gain a deep understanding of journalistic ethics and legal responsibilities, ensuring they can engage in responsible and ethical storytelling. Furthermore, students will be prepared to cover a variety of subjects, from breaking news to in-depth feature stories, and will possess the skills to adapt to the evolving landscape of digital media. Ultimately, graduates of this course will be well-equipped to pursue a successful career in photojournalism, contributing to the communication of important stories and events through the power of visual storytelling.	
Teaching and Learning	The class will meet for two (2) hours every week. Class time will be used for a combination of lectures and practical sessions.	
Detailed Course Content	This comprehensive photojournalism course is designed to provide students with an in-depth understanding of the art and practice of visual storytelling in journalism. Throughout the program, students will receive rigorous training in both the technical and creative aspects of photography, mastering camera operation, exposure control, and post-processing techniques using industry-standard software. They will explore advanced composition principles and develop a critical eye for capturing the essence of news, events, and human experiences through imagery. Ethical considerations and legal responsibilities in photojournalism will be thoroughly examined, ensuring students are well-versed in principles of accuracy, fairness, and privacy rights. Practical experience will be gained through hands-on assignments, including covering breaking news, feature stories, and in-depth documentary projects. As the media landscape continues to evolve, students will also delve into digital storytelling tools and platforms, preparing them for the multifaceted demands of modern journalism. By the end of the course, participants will emerge as skilled and responsible visual storytellers, ready to embark on successful careers in photojournalism or apply their expertise across various communication contexts.	
Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction to Photojournalism Overview of the course and its objectives	2 hours

	History and evolution of photojournalism Importance of visual storytelling in journalism	
Week 2	Camera Basics Understanding camera types and functions Exposure triangle: Aperture, shutter speed, ISO Hands-on camera operation and settings	2 hours
Week 3	Composition Techniques Rule of thirds, leading lines, and framing Balancing elements in a photograph Practical exercises in composition	2 hours
Week 4	Lighting in Photography Natural vs. artificial light Utilizing available light for storytelling Off-camera flash and its applications	2 hours
Week 5	Visual Storytelling The narrative power of images Building a photo story or essay Analyzing and discussing famous photo stories	2 hours
Week 6	Photo Editing and Post-processing Introduction to photo editing software Basic retouching and color correction Ethical considerations in editing	2 hours
Week 7	Ethics in Photojournalism Journalistic ethics and photojournalism Avoiding bias and manipulation Case studies and discussions on ethical dilemmas	2 hours
Week 8	Legal Aspects of Photojournalism Copyright laws and fair use Model releases and privacy concerns Responsibilities and limitations of photojournalists	2 hours
Week 9	Covering Breaking News Techniques for capturing fast-paced events Safety considerations for photojournalists Practical assignments on breaking news coverage	2 hours
Week 10	Feature Stories and Portraiture The art of feature storytelling through images Portrait photography techniques Creating compelling feature stories	2 hours
Week 11	Digital Storytelling and the Future of Photojournalism	2 hours

	Multimedia storytelling: videos, slideshows, and social media Adapting to evolving technology and platforms Final projects and presentations	
Week 14	Examination	

RECOMMENDED MATERIALS

Photojournalism: The Professionals' Approach" by Kenneth Kobre - This comprehensive textbook covers all aspects of photojournalism, from technical skills to ethical considerations, making it an excellent foundational resource.

"The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman - This book focuses on the art of composition, a crucial aspect of photojournalism, and provides practical insights for creating compelling images.

"Photojournalism: The Visual Approach" by Kenneth Kobre and Betsy Brill - Another excellent resource by Kenneth Kobre, this book emphasizes the visual aspects of photojournalism and offers practical guidance on telling stories through images.

Introduction to Photography and Photojournalism by OlusegunOjomo.



THOMAS ADEWUMI UNIVERSITY, OKO, KWARA STATE, NIGERIA

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

PROGRAMME: BSC MASS COMMUNICATION

COURSE OUTLINE

COURSE: ANNOUNCING AND PRESENTATION

COURSE CODE: MCM 305

LECTURER: MR IBRAHIM I.A.

Email: Ibukun.ibrahim@tau.edu.ng

THOMAS ADEWUMI UNIVERSITY, OKO-IRESE COURSE OUTLINE	
Faculty	Management and Social Sciences
Department	Mass Communication
Course Title	Announcing and presentation
Year of Study	3
Course Code	MCM305
Credit Hours	2
Contact Hours	30
Mode of Delivery	Classroom Lectures and Photography Studio
Mode of Assessment	Weight%
Continuous Assessment	30%
Final Examination	70%
Total	100%
Course Lecture/Instructor	MR IBRAHIM IBUKUN ADEBOWALE
Course Description	Announcing and Presentation is a dynamic and essential course that equips individuals with the skills and confidence needed to effectively convey information, ideas, and messages to diverse audiences. This course delves into the art of crafting compelling announcements and presentations, focusing on various aspects such as content development, storytelling techniques, visual aids, and public speaking prowess. Students will learn to captivate their listeners through persuasive communication strategies, honing their abilities to engage, inform, and inspire. Whether you're a seasoned professional seeking to enhance your presentation skills or a novice eager to develop a strong foundation in this critical area, this course provides the tools and knowledge to excel in the world of announcements and presentations. Through hands-on exercises and real-world scenarios, participants will leave with the confidence and competence to deliver impactful presentations that leave a lasting impression.

Course Objectives	The primary objective of this course is to empower participants with the knowledge and skills necessary to excel in the realm of announcements and presentations. Through a combination of theoretical insights and practical exercises, students will learn how to create compelling content, master effective storytelling techniques, and utilize visual aids to enhance their communication. Additionally, this course aims to boost confidence in public speaking, enabling individuals to engage and influence diverse audiences effectively. By the end of the course, participants will be well-equipped to deliver polished and impactful presentations, whether in professional settings, educational environments, or personal contexts. This course ultimately seeks to foster effective communication skills that can serve as a valuable asset in various aspects of one's personal and professional life.	
Learning Outcomes	The learning objectives of this course are multifaceted, aiming to equip participants with a comprehensive skill set in the domain of announcements and presentations. Firstly, students will gain proficiency in content development, learning how to craft informative and engaging messages that resonate with their target audience. Secondly, they will master the art of storytelling, understanding how to structure narratives that captivate and persuade. Additionally, participants will acquire expertise in the use of visual aids and technology to enhance the impact of their presentations. Furthermore, this course will focus on honing public speaking skills, fostering confidence and the ability to effectively convey ideas in front of diverse audiences. Ultimately, the learning objectives aim to empower individuals to become compelling and influential communicators, prepared to excel in both professional and personal settings.	
Teaching and Learning	The class will meet for two (2) hours every week. Class time will be used for a combination of lectures and practical sessions.	
Detailed Course Content	This course covers a wide range of topics to provide participants with a comprehensive understanding of announcements and presentations. It begins by exploring the fundamentals of effective communication, including audience analysis and message development. Participants will then delve into the art of storytelling, learning how to craft engaging narratives and persuasive arguments. The course also includes in-depth discussions on the use of visual aids and technology, covering design principles and practical tools for creating impactful presentations. Public speaking skills are a central focus, with modules on vocal delivery, body language, and managing stage fright. Additionally, participants will gain insight into handling Q&A sessions and feedback effectively. Throughout the course, practical exercises, real-world scenarios, and peer evaluations will reinforce the learning experience, ensuring that participants develop the expertise and confidence needed to excel in the challenging and rewarding realm of announcements and presentations.	
Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction to Announcement and Presentation Skills Importance of effective communication Course objectives and expectations Self-assessment and goal setting Icebreaker activity	2 hours
Week 2	Crafting Compelling Content Developing a strong message Structuring your content for impact Incorporating storytelling techniques	2 hours
Week 3	Visual Aids and Presentation Tools Choosing the right visual aids (slides, props, multimedia) Design principles for effective visuals	2 hours

	Practical hands-on exercise: Creating a compelling presentation slide	
Week 4	The Art of Storytelling Storytelling techniques and strategies Engaging your audience emotionally Group exercise: Crafting and presenting a short narrative	2 hours
Week 5	Public Speaking Essentials Overcoming stage fright and anxiety Vocal techniques for clarity and impact Body language and non-verbal communication	2 hours
Week 6	Effective Delivery Rehearsing your presentation Managing time effectively Peer practice and feedback sessions	2 hours
Week 7	Interacting with Your Audience Handling questions and answers Dealing with difficult or challenging questions Techniques for audience	2 hours
Week 8	Persuasion and Influence Techniques for persuasive speaking Building credibility and trust The psychology of persuasion Analyzing persuasive speeches	2 hours
Week 9	Specialized Presentations Business presentations Educational presentations Sales pitches Crisis communication and managing difficult announcements	2 hours
Week 10	Virtual Presentations Strategies for effective online presentations Utilizing virtual presentation tools (e.g., Zoom, PowerPoint) Engaging remote audiences Handling technical challenges	2 hours
Week 11	Final Presentation and Course Wrap-Up Final presentations by participants Peer and instructor feedback Personalized improvement plans Course reflection and certificates of completion	2 hours
Week 14	Examination	

RECOMMENDED MATERIALS

"Effective Communication Skills" by Rita Nnodim This Nigerian-authored book covers a range of communication skills, including public speaking and presentation techniques.

"Effective Business Communication in Nigeria" by Femi B. Adegbite

This book specifically focuses on communication skills relevant to business contexts in Nigeria.

"Effective Public Speaking in Nigeria" by Julius M. Afolabi

A Nigerian perspective on public speaking, offering guidance on overcoming common challenges faced by speakers in Nigeria.

"Presentation Skills for Nigerian Professionals" by Catherine Oluwasanya Ogunlesi

This book is tailored to the Nigerian business environment and provides practical advice for effective presentations.

"Oral Communication Skills in Nigeria: A Handbook for Schools and Colleges" by Pius Oyeniran Abioje

"The Art of Public Speaking" by Stephen E. Lucas This classic textbook provides a comprehensive guide to public speaking, including techniques, strategies, and practical tips.

"Presentation Zen: Simple Ideas on Presentation Design and Delivery" by Garr Reynolds

This book focuses on creating visually engaging and effective presentations, with an emphasis on simplicity and clarity.

"Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo

Drawing from the world of TED talks, this book explores the techniques used by some of the most captivating speakers.

"Resonate: Present Visual Stories that Transform Audiences" by Nancy Duarte

Duarte's book delves into the art of storytelling and how to create presentations that resonate with your audience.



FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

PROGRAMME: BSC MASS COMMUNICATION

COURSE OUTLINE

COURSE: DEVELOPMENT COMMUNICATION

COURSE CODE: MCM 411

LECTURER: MR IBRAHIM I.A.

Email: Ibukun.ibrahim@tau.edu.ng

THOMAS ADEWUMI UNIVERSITY, OKO-IRESE COURSE OUTLINE	
Faculty	Management and Social Sciences
Department	Mass Communication
Course Title	Development Communication
Year of Study	4
Course Code	MCM411
Credit Hours	2
Contact Hours	30
Mode of Delivery	Classroom Lectures and Photography Studio
Mode of Assessment	Weight%
Continuous Assessment	30%
Final Examination	70%
Total	100%
Course Lecture/Instructor	MR IBRAHIM IBUKUN ADEBOWALE
Course Description	Development Communication is a dynamic field that explores the strategic use of communication to foster positive social change, enhance community development, and address pressing global challenges. This course delves into the theories, principles, and practices of development communication, equipping students with the knowledge and skills to design and implement effective communication strategies, engage diverse stakeholders, and promote sustainable development initiatives that empower communities, bridge information gaps, and drive meaningful social progress
Course Objectives	In this course, students will achieve a comprehensive understanding of development communication, gaining proficiency in its key concepts, theories, and ethical considerations. They will develop the ability to critically analyze communication challenges in the context of development projects, and acquire practical skills to design and execute communication strategies that engage target audiences, promote social inclusion, and drive positive change. Through case studies and hands-on projects, students will also learn to assess the impact of communication interventions, adapt strategies to diverse cultural contexts, and contribute effectively to the advancement of sustainable development goals, ultimately becoming adept and socially responsible communication practitioners in the field of development
Learning Outcomes	"By the end of this course, students will have achieved a robust set of learning outcomes. They will be able to critically analyze and assess development communication challenges and opportunities,

	applying a deep understanding of relevant theories and ethical considerations. Students will have honed practical skills to develop, implement, and evaluate communication strategies tailored to specific development contexts and audiences. Furthermore, they will have gained the capacity to communicate effectively across diverse cultural and societal settings, fostering social inclusion and equitable development. Ultimately, students will be prepared to make significant contributions to the field of development communication, promoting positive change and sustainable development in their professional endeavors."	
Teaching and Learning	The class will meet for two (2) hours every week. Class time will be used for a combination of lectures and practical sessions.	
Detailed Course Content	By the end of this course, students will have achieved a robust set of learning outcomes. They will be able to critically analyze and assess development communication challenges and opportunities, applying a deep understanding of relevant theories and ethical considerations. Students will have honed practical skills to develop, implement, and evaluate communication strategies tailored to specific development contexts and audiences. Furthermore, they will have gained the capacity to communicate effectively across diverse cultural and societal settings, fostering social inclusion and equitable development. Ultimately, students will be prepared to make significant contributions to the field of development communication, promoting positive change and sustainable development in their professional endeavors."	
Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction to Development Communication Definition, scope, and significance of development communication Historical evolution and key theories Ethical considerations and social responsibility	2 hours
Week 2	Stakeholders and Ethical Frameworks Identifying stakeholders in development communication Ethical dilemmas and decision-making frameworks Role of media, technology, and globalization	2 hours
Week 3	Audience Analysis and Community Engagement Conducting audience research and segmentation Understanding community dynamics Participatory communication approaches	2 hours
Week 4	Communication Strategies for Development Creating effective communication objectives Message development and framing Using technology and media channels	2 hours
Week 5	Community Engagement and Participation Community-based approaches in development communication Participatory communication techniques Empowering communities through communication	2 hours
Week 6	Behavior Change Communication Principles of behavior change Designing behavior change campaigns	2 hours

	Measuring behavior change outcomes	
Week 7	: Health Communication Health promotion and disease prevention Communicating public health messages Case studies in health communication	2 hours
Week 8	Environmental Communication Environmental sustainability and communication Climate change communication Advocating for environmental conservation	2 hours
Week 9	Social Justice and Advocacy Addressing social inequalities through communication Strategies for advocacy campaigns Case studies in social justice communication	2 hours
Week 10	Monitoring and Evaluation of Communication Programs Designing evaluation frameworks Data collection and analysis Impact assessment and reporting Case studies in program evaluation Ethical Considerations and Future Trends Ethical dilemmas in development communication Cultural sensitivity and respect Emerging trends in development communication Final projects and presentation	2 hours
Week 11	Ethical Considerations and Future Trends Ethical dilemmas in development communication Cultural sensitivity and respect Emerging trends in development communication Final projects and presentation	2 hours
Week 14	Examination	

RECOMMENDED MATERIALS

"Development Communication: Theory and Practice" by Uma Narula

"Development Communication in Practice: India's Experience" by Srinivas R. Melkote and H. Leslie Steeves

"Communication for Development and Social Change" by Jan Servaes

"Participatory Communication: A Practical Guide" by Thomas Tufte

"Theories of Communication: A Short Introduction" by Tony Thwaites, Lloyd Davis, and Warwick Mules