

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Issues in Nigeria Media History	
Year of Study	2	
Course Code	MCM 309	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures	
Mode of Assessment		Weight
Continuous Assessment		30%
Final Examination		70%
Total		100%
Course Lecturer	Ogunwuyi S.O	
Course Description	The course provides the students with the basic knowledge of the history, ethical, legal, professional, sociocultural and technological issues affecting issues in mass media history in Nigeria.	
Course Objectives	<p>This course would enable the understanding of the following:</p> <ol style="list-style-type: none"> <li>1. Have a better understanding of the history, sociocultural, political and technological issues affecting the history of Nigeria media</li> <li>2. to have in-depth understanding of these issues and how they affect the mass media practitioners' perceptions and dispositions to their professional practice, using Nigerian media landscape as basis of analysis.</li> <li>3. to acquaint students with mainstream literature on evolving issues in Nigeria mass media history.</li> </ol>	

Learning Outcomes	<p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Have a better understanding of the history of the Nigeria Media</li> <li>2. To know the contributions of newspapers proprietors from Henry Townsend to date.</li> </ol>	
Teaching and Learning	The class will meet for two hours every week for a combination of both the lecture hours and tutorials.	
Detailed Course Content	<p>This course will attempt a critical analysis of significant events and personalities that have featured in and characterized the Nigerian mass media from the political, social and economic points of view. This course underscores the dynamics of the mass media in Nigeria and their institutional data. It will also consider the use of historical research techniques to showcase important events in the life of a nation (in this case, Nigeria) or an institution (in this case, the mass media).</p>	
	Course Content Sequencing	
Weeks	Detailed Course Outline	Allocated Time
Week 1	<p>History of the Mass Media in Nigeria</p> <ul style="list-style-type: none"> <li>• Print Media</li> </ul>	
Week 2	<p>History of the Mass Media in Nigeria</p> <ul style="list-style-type: none"> <li>• Broadcast Media</li> </ul>	
Week 3,4	<p>Ethical issues in the Nigeria's mass media industry</p> <ul style="list-style-type: none"> <li>• The brown envelope syndrome</li> <li>• Burden of News Commercialisation</li> </ul>	

Week 5	<p>Legal Issues in the history of Nigeria mass media</p> <ul style="list-style-type: none"> <li>• Newspaper Registration Acts</li> <li>• Broadcast Deregulation</li> <li>• National Broadcassting Commisssion Code</li> <li>• Freedom of Information Act</li> <li>• Extral Legal measures of press control in Nigeria</li> </ul> <p>Continuous Assessment I</p>	
Week 6	<p>Professional Issues in the history of Nigeria’s mass media</p> <ul style="list-style-type: none"> <li>• Press Freedom in Nigeria</li> </ul>	
Week 7, 8	<p>Professional Issues in the history of Nigeria’s mass media</p> <ul style="list-style-type: none"> <li>• Mass media and Politics in Nigeria</li> </ul>	
Weeks 9, 10, 11	<p>Social-cultural and Technological issues in the history of Mass media in Nigeria</p> <p>Rural issues in the Nigeria media</p> <p>Gender and media in Nigeria</p> <p>ICTs and the Mass Media industry in Nigeria</p> <p>ICTs and citizen Journalism in Nigeria</p> <p>Continuous Assessment II</p>	
Week 12	Revision	
Week 13, 14	Examinations	

Recommended Reading Material

Aina, S. (2007). *Voyage into the History of Nigerian Mass Media*. Lagos. Frontgate Publishers

Duyile, D (2009). *Makers of Nigerian Press*. Lagos. Gong Communications

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