

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Mass Media and Society	
Year of Study	2	
Course Code	MCM 311	
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 is designed to drill Mass Communication students on the relationships between the mass media and the society.	
Course Objectives	<p>This course would enable the understanding of the following:</p> <ol style="list-style-type: none"> <li>1.To explore the relationship between the media and the society.</li> <li>2. The roles of the mass media as an agent of socialization.</li> <li>3. The role of the mass communicator as a social engineer in his society</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. Explain the dynamics of society vis-à-vis the role of the mass media.</li> </ol>	

	2. Discuss the types, theories, power and limitations of the mass media in society.	
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	This course examines the media of communication as a social institution, with particular attention to pertinent sociological concepts, themes and problems. The role of the mass media and relationship between the mass media and major social institutions will also be examined. Beyond the relationship between the media industry and other institutions of state/society, the impact of the media in the performance of the other institutions will also be discussed. The course also discusses the place of the media industry in national development.	
	Course Content Sequencing	
Weeks	Detailed Course Outline	Allocated Time
Week 1	Communication process Traditional and modern means of communication	
Week 2	Mass Media characteristics and classification Functions of the mass media	
Week 3,4	Nigeria Society- Overview of the mass media Media ownership and control	

Week 5	Nigeria Press Council Press Freedom in Nigeria  Continuous Assessment I	
Week 6	Culture and the mass media	
Week 7, 8	Social change and mass media	
Weeks 9, 10, 11	Cultural imperialism - Globalisation, Islamization, Glocalization and media dependence Media and governance  Continuous Assessment II	
Week 12	Revision	
Week 13, 14	Examinations	

#### Recommended Reading Material

Ojenike, B. & Adedokun, S.O (2006). Mass Media and the Nigeria Society. Ibadan. Akacom Publication

Daramola, I. (2005). Mass Media and Society. Lagos: Rothan Press.

Okoro, N. and Agbo, B. (2003). Writing for the Media Society. nNsukka: Prize Publishers.

Onwuejeogwu, M.A. (1992). The Social Anthropology of Africa: An Introduction. Ibadan: Heinemann Educational Books.

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.

Okolocha, C.F., Nwanunobi, C.O. and Igbo, E.U.M. (1999). Introduction to Sociology. Lagos: Acquitas Consortium.

Daramola, I. (2003). Introduction to Mass Communication. 2nd edition. Lagos: Rothan Press.

Haralambos, M. and Holborn, M. (1995). *Sociology Themes and Perspectives*. 4th edition.  
London: Harper Collins Publishers