

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	Newspaper Management and Production	
Year of Study	3	
Course Code	MCM 315	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures and Class Presentation	
Mode of Assessment		Weight%
Continuous Assessment/Assignments		20%
Mock Newspaper Production		10%
Final Examination		70%
Total		100%
Course Lecturer/Instructor	MRS FALOPE B. G	
Course Description	The course is designed to impart students with the knowledge of the principles and techniques as well as the practical skills required to work within the newspaper and magazine industries. It will precisely expose students to the basic management and economic theory to the management process in the newspaper and magazine business.	
Course Objectives	This course would enable the understanding of the following: <ol style="list-style-type: none"> 1. Tracing the History of Newspapering 2. Explain the processes involved in newspaper production. 3. Understanding of the basic principles imperative for effective newspaper production. 4. Exposing students to the basic management and economic theories and how to apply them to the management process in the newspaper and magazine business. 	
Learning Outcomes	On completion of this course students should: <ol style="list-style-type: none"> 1. Know the Definition, types and organizational structure of a typical newspaper and magazine setup 2. Understand the structure, make-up and design of newspaper and magazine 3. Know the stages involved in the production of newspaper and magazine. 4. Know the various printing technologies involved in Newspapering. 5. Understand how to apply the basic management and economic theories to the management of a typical Newspaper and Magazine Setup 6. The impact of new technology in the production of newspaper and magazine 7. Understand how to circulate and market newspaper and magazine. 	
Teaching and Learning	The class will meet for two hours every week for a combination of both the lecture hours and practicals.	
Course Content Sequencing		

Weeks	Detailed Course Outline	Allocated Time
Week 1	<p>Newspaper: A Historical and General View</p> <ul style="list-style-type: none"> • Meaning of Newspaper and Magazine • Newspaper: How it began • Evolution of newspaper in Nigeria 	2 hours
Week 2	<p>Classification and Organisational structure of a Newspaper</p> <ul style="list-style-type: none"> • Classification of Newspapers • Organisational Chart of a Newspaper • Analyses of Major divisions of a Newspaper and Magazine • Roles and functions of principal officers of newspaper and magazine 	2 hours
Week 3	<p>Classification of Magazines</p> <ul style="list-style-type: none"> • In house Magazine, Professional Magazine and Consumer Magazine. • Classification of consumer magazines according to subject matter; <ul style="list-style-type: none"> General interest Magazine Soft sell Magazine Sports Magazine News Magazine 	2 hours
Week 4	<p>Newspaper Production: Getting Started</p> <ul style="list-style-type: none"> • Beat as Sources of News • Gathering the News • News Copy Preparation Technicalities in Newspaper Production 	2 hours
Week 5	<p>Design and Make-up of Newspaper and Magazine</p> <ul style="list-style-type: none"> • Identification of the elements on the newspaper or Magazine i.e Headlines, Pictures, Text, Folio Line typography, pictures, colour, white space, text boxes e.t.c • Pages and pagination of newspaper and magazine. 	2 hours
Week 6	<p>Design and Make-up of Newspaper and Magazine</p>	2 hours

	<ul style="list-style-type: none"> • Typefaces, different point sizes • Space budgeting in newspaper and magazine. • Design and layout practices in newspaper and magazine production e.g. balance rhythm, unity, contrast, harmony etc. • Kinds of make-up e.g. vertical, horizontal, symmetrical, asymmetrical make-up. 	
Week 7	<p>Newspaper and Magazine Production Stages</p> <ul style="list-style-type: none"> • Manuscript Editing, Photo Editing, Unit Count and Copy Fitting, Page Planning, Typography and Typesetting Unit and Proof Reading • Construction of grids • Dummy page outline • Practicals: Opening a new file on the computer and set the required columns. Masthead and logo placing into the designated area. Body text from a file or disc placing in the relevant columns. Printing of pages either on a laser or ink-jet printer for proofreading. Correction of changes made on the document, saving and printing of final work. 	2 hours
Week 8	<p>Design and Make-up of Different Pages of Newspaper</p> <ul style="list-style-type: none"> • Front page design techniques. Characteristics of page one • Back page design techniques. Characteristics of back page. • Inside pages techniques. Characteristics of the inside pages. Characteristics of the opinion-editorial pages. 	2 hours
Week 9	<p>Actual Production; Printing Technologies and New Image Technologies</p> <ul style="list-style-type: none"> • History of printing. • Letter press printing Principles. • Principles of Lithography • Intaglio print making technique • Computer Printing and Digital printing 	2 hours

	<ul style="list-style-type: none"> • Screening ;Stochastic screening • Paste up • Desktop Publishing (DTP) • Computer to film (CTF), where the computer file is output onto a photographic film. • Computer to plate (CTP). • Advantages and disadvantages of CTF and CTP 	
Week 10	Post Printing Activities and Distribution <ul style="list-style-type: none"> • Collation • Insertion • Wrapping • Print Report • Circulation 	2 hours
Week 11	Circulation and Starting Newspaper Publication <ul style="list-style-type: none"> • Meaning of circulation • Classification of newspaper according to circulation. • Roles and relevance of Audit Bureau of Circulation. • Problems of newspaper and magazine circulation • Feasibility study or initial research. • Blueprint – detail plan. • Format-physical appearance of the publication. (Design-prototype and Economics-funding) 	2 hours
Weeks 12 and 13	Theories of Management and its Application to Managing a Newspaper House <ul style="list-style-type: none"> • Science Management Theory • Administrative Approach to Management • Behavioural and Human Relationship Management Theory • Theory X and Y <i>Mcgregor</i> • Theory Z <i>W. G. Ouchi</i> 	2 hours
Weeks 14 and 15	Revision and Examination	

RECOMMENDED TEXTBOOKS/MATERIALS

Richard Keeble, Newspaper Handbook

Tador, M. (1996). "History of the Nigerian press." In: T. Momoh & G. Omole (Eds). The press in Nigeria. Lagos: Nigerian Press Council.

Alozie, V.O. (2009). The Print Media Newspaper and Magazine Production, Editing, Graphics and Organization. Owerri: Pilvic Communication.

Friend, C; Challenger, D & McAdams, K (2000). Contemporary Editing. Illinois: NTC/Contemporary Publishing Group.

