

LEAD CITY UNIVERSITY, IBADAN
FACULTY OF ARTS AND EDUCATION
DEPARTMENT OF PERFORMING ARTS AND CULTURE
SECOND SEMESTER, 2017/18 SESSION

COURSE TITLE: BASIC COMMUNICATION THEORY

COURSE CODE: PER 110

COURSE LECTURER: MRS ADEGORIOLA

INTRODUCTION

It is no longer news that communication is essential for human life. Even when we choose not to communicate, that itself is communication. Communication is the soul of theatre and the medium is the message, the more reason why this course is of great relevance.

COURSE DESCRIPTION

This course explores the concept of communication and all the cognate theories/models of (mass) communication within the context of selected radio program types.

OBJECTIVES

At the end of this course, students are expected to be able to:

- Explain the types and context of communication, its characteristics and functions.
- Discuss the various barriers to the communication process.
- Understand and explain related theories and models of communication in relation to humans.
- Understand the nitty-gritty of technology in communication.

TEACHING PLAN

Week 1: Definition of communication, roles of communication and reasons for communication.

Week 2-3: Types and modes of communication/characteristics of communication

Week 4: How the communication process takes place, essentials of the communication process.

Week 5: Noise/Barriers in communication and functions of communication.

Week 6: Media, Technology and communication

Week 7-8: Models and Theories of communication

Week 9-10: Basic elements of radio production

Week 11-12: Types of programming on radio

Week 13-14: Content generation for community radio

Week 15: Revision

RECOMMENDED TEXT:

Communication works by Gamble & Gamble

Communicating effectively by S. Hybels , R.L. Weaver II

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TUTORIAL QUESTIONS

- 1:** Define communication and explain using examples three (3) types of communication.
- 2:** Discuss the five (5) elements of communication.
- 3:** Write a proposal for any named radio program of your choice.
- 5.** Clearly describe three (3) functions of communication.
- 6:** Explain three types of radio interviews
- 7:** Explain 'noise' in communication and describe tree types of noise.
- 8:** State and explain three (3) theories communication in relation to mass media.
- 9:** Explain the different time belts that exist in any radio station and do a one-day rundown schedule for lead city community radio
- 10:** Design a program package of any format of your choice

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MARKING GUIDE

Continuous Assessment 30 marks

Attendance 10marks

Examination 60 Marks

All questions carry equal marks

| S/N | QUESTION | EXPECTATION |
|-----|--|---|
| 1. | Define communication and explain using examples three (3) types of communication. | The deliberate or accidental transfer of meaning. A process that occurs when someone observes or experiences behavior and attributes meaning to that behavior. Types of communication: Intrapersonal, Interpersonal, Group, Public/Mass/Online/machine assisted communications |
| 2. | Discuss five (5) elements of communication. | Essentials elements of communication: Sender, Receiver, Message, , Channel, Noise, Context, Feedback, Effect |
| 3. | Write a proposal for any named radio program of your choice. | Detailed radio program proposal |
| 4. | Describe three type of radio interviews | Three types of radio interviews to be explained 15mrks |
| 5 | Using clear examples, describe five (5) functions of communication. | Functions of communication: Inform, persuade/influence, control, emotional expressions and motivate |
| 6. | Explain five types of radio interviews | Spoken word or human voice: Announcements, Radio Talk, Radio Interviews, Radio Discussion, Radio Documentaries and Features, Radio Drama |
| 7. | Explain 'noise' in communication and describe three types of noise. | Noise is anything that impedes the communication process Types of noise: Physical/Physiological, Psychological, Semantic |
| 8. | describe the different time belts that exist in any radio station of your choice and do a rundown schedule for lead city community radio | Majorly the description of tree time belts in any existing radio station should be described and a rundown for one whole day is to be designed. |
| 9. | State and explain three (3) theories communication one for a different type of communication. | Any one of the communication theories on interpersonal, group and mass communication. |

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| 10. | Design a program package of any format of your choice | The student is simply required to design a program proposal for the radio station of his or her choice. |
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