



Lead City University, Ibadan

Faculty of Environmental, Management and Social Sciences

Department of Mass Communication

COURSE PARTICULARS

Course Code: CMT 113

Course Title: Introduction to Media Technology

No. of Units: 2

Status: Compulsory

LECTURERS DETAILS

Name: Isiade, F. F. A.

Qualifications: HND, MCA, Mphil

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Area of Specialization: Photography, Graphics, Media technology, Broadcasting

COURSE DESCRIPTION

Introduction

Media Technology is a course designed to give student basic knowledge of all practical aspects of broadcast – film, television and print media.

An introduction to the basic application of human and non-human resources to create and package audio visual information for transmission or circulation to immediate and distance audiences. This course features and introduction to the principle and process of print, audio and video message production using relevant tools, equipment, software and hardware.

COURSE OBJECTIVES

This course is introductory to all courses related to print, broadcast and film media. It prepares student for an understanding of the practical application of human and non-human resources and knowledge to the production and packaging of audio, video and graphic messages for the mass audience. At the end of the course, student will be able to

- i.** Define Media Technology as a discipline and explain its various aspects.
- ii.** Distinguish between print and transmitted media resources
- iii.** Identify the tools, hardware and software in audio, video and print media production
- iv.** Discuss the various media technology environments.
- v.** Identify and apply media technology resources for audio, video and print production.
- vi.** Prepare end of semester project – A survey and application of media technology resources in a chosen media area.

ASSESSMENT

Class Attendance	5 marks
Test (s) and Assignments	25marks
Examination	70 marks
Total	100 marks

LECTURE PLAN

Week	Topics
Week 1	Introduction Definitions of the elements of Media Technology Media Technology as a discipline. Historical background
Week 2& 3	Media Technology in print broadcast and transmitted media Media Technology specializations in Print, Radio, Television and Film.
Week 4&5	Generating media messages for -Print -Audio -Video messages With Studio Practicum
Week 6&7	-Media Technology environments -Print -Audio Visuals Film Multimedia

Week 8&9	-Media Technology Resources Management -Human Resources -Non- human (man-made) resources -Identification and application of resources
Week 10&11	-Studio Practicum Phonographic Camera -Operation and field practice -Video Camera Operation and application -The Computer in graphicCommunication -Survey of all Printing Processess.
Week 12&13	Term, Paper and Projects. Revision and Tutorials, Examinations

READING LIST

Millerson, G (1973) *The Technique of Television Production*. Newyork, Focal Press

Yorke, Ivor (2000) *Basic TV Reporting*: Oxford, Focal Press.

Millerson, G (1975) *TV Lighting Methods*, Focal Press.

Broekhuizen, R.J (1970) *Graphic Communication, Illinois Mckinghr Publishing Co.*

TUTORIAL QUESTIONS

1a. Give brief definition of the following words:

i. Technology **ii.**Resources **iii.** Media **iv.** Science **v.** Art **vi.**Electromediavii.Noise **viii.**Software **ix.**monitor

2b. what are the roles of science and art in media technology?

b. Why is media technology relevant to all aspects of the media including print?

3. Media technology is a discipline that thrives on human and non-human resources. Discuss.

4. In not more than 120 words, distinguish between print and transmitted media and their technologies.

5. List five non-human resources required in print, broadcast and film respectively and explain their application in these environments.

6. Name and discuss one digital hardware that is inevitable in production, packaging, transmission and circulation of message to the receiving audience and the readers. Explain why it is inevitable in message production, packaging and transmission.
7. (a) Why is electricity power supply essential to the success of the media? What alternative has been used and how efficient has it been in meeting the needs of the audience?
 (b) Why is the knowledge of lighting essential especially in film and television production?
 (c) With a simple illustration, show basic lighting methods for single and multiple indoor presentations.
8. In not more than 250 words, discuss the roles of media technology in mass communication.
- 9.i. What is a microphone?ii. Enumerate the types of microphone used in broadcasting and film production and their application.iii. What is a boom microphone and how can you improvise for it when one is not available?iv. When do you need a boom microphone in television production? v. Do you need a boom microphone in radio production? If not, why?
10. Explain the following: (a) Unidirectional mike (b) Omni directional mike (c) Boom (d) Bi directionalMike (e)Lavalier Microphone
- 11a. Why is the photo camera one of the important resources required in media technology?
 b. What is a video camera and what are its functions in film and television production?
12. (a) What do you understand as PAS (Public Address System) (b) What is a multimedia system?
 (c) List the electronic devices that make up the PAS. (d) List the electronic devices that make up the multimedia setup (e) Why is the PAS or the multimedia system preferred for audience mobilization?
 (f) To address an heterogeneous audience, why is medium is preferred?

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2nd Semester 2017/2018 Academic Session

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SECTION C

MARKING GUIDE

- 1a. Brief description of the listed words - 10 marks
- 2a. Explanation of how Media Technology propels the media in modifying the behavior of readers. - 10 marks
- b. Explain Media Psychology - 10 marks
- 3a. The roles of science in Media Technology - 10 marks
- b. Reasons why Media Technology is relevant to all aspects of the Media. Its relevance to each aspect - Print and Electronics marks - 5 points x 2
- 4a. Why Media technology thrives on human resources - 5 points x 2
2marks
- b. Why media technology thrives on art - 5 points x 2
marks
5. Five points to distinguish the difference -5 points x 4
marks
6. Five non-human resources required in (a) print and (a) 1x5 marks
(b) Electronics media (b) 2x5 marks
- 7a. the hardware - 5 marks
- b. Discussion - 10 marks
- c. Conclusion or summary - 5 marks
8. Discussion of reasons to include five relevant points to prove the reason(s) -5x4 marks.
- 9a. Discussion of reasons to include not less than 5 different points - 5x2marks
- b. Drawing -5marks
- c. Explanation -5 marks
- =10marks
- 11a. Definition or description of a microphone -4 marks
- b. Types of microphones used in broadcasting and film and their application - 2 marks each.
- c. Description of a boom microphone - 5 marks
- d. When time a boom microphone is needed at location. -4 marks
12. Describe the following devices and their use in media technology
- a. Unidirectional microphone -4 marks
- b. Omnidirectional microphone -4 marks
- c. Bi-directional microphone -4 marks
- d. Boom microphones -4 marks
- e. What is a boom and what is it needed for -5 marks
- 13a. Reasons why photography is an aspect of media technology - 5points x
marks
- b. Equivalence of photography in film and television - 5 marks.