



Lead City University, Ibadan
Faculty of Environmental, Management and Social Sciences
Department of Mass Communication

COURSE PARTICULARS

Course Code: CMT 117

Course Title: Introduction to Mass Communication II

No of Units: 2

Status: Compulsory

LECTURERS DETAILS

Name: Mr. Y. Oginni

Qualifications: B.A., M.Sc PhD (in view)

Phone: 08036817809

Email: smartworldmedia@gmail.com

Area of Specialization: Marketing Communication and Communication Research

Name: Mr. B.O. Jacobs

Qualifications: M.Sc, B.Sc, GNIPR, Dip. Customer Service. Dip. OIM.

Phone: 07089640475

Email: babafemi02@yahoo.com

Area of Specialization: Public Relations and Advertising



COURSE DESCRIPTION

CMT 117 (Introduction to Mass Communication II) is a course that is tailored towards building on the students knowledge of mass communication in the 21st century via CMT 101. The course examines in details adjuncts of communication and their practical use in today's global village.

COURSE OBJECTIVE

The major objective of this course is to introduce the students to the basics of mass communication. This course also aims at ensuring that the students have a good foundation in mass communication and knowledge of the various aspects of mass communication. It builds on the foundation already laid in CMT 101.

ASSESSMENT

Tests/Assignments/Attendance – 30%

Examination – 70%

LECTURE PLAN

Weeks	Topics
Week 1	An Overview of CMT 101
Weeks 2 and 3	Mass communication and Technology The Role of Technology in the Development of Mass Media The Social Media Types of Social Media Content generation and management
Weeks 4 and 5	Online and Multimedia communication: Definition and types
Week 6	The film media Origin of film media Definition of film media
Week 7	Mid semester test
Week 8	Public Communication and Cultural communication
Week 9	Marketing communication and its tools
Week 10	Public relations: Definition, Publics and Types
Week 11	Advertising: Definition, Types, Functions, Media and Agency
Week 12	Photography as a medium of communication Definition, history and development of photography
Week 13	Tutorial class
Week 14	Revision
Week 15	Examination

SUGGESTED READING LIST

Baran, S.J (2012). *Introduction to Mass communication*. 7th Edition. McGraw Hill Inc
 Hanson, R.E (2011). *Mass Communication*. Sage Publications. 3rd Edition
 Daramola, I. (2013). *History and Development of Mass Media in Nigeria*. 2nd Edition. Rothan Press Limited.

TUTORIAL QUESTIONS

- 1) Based on your understanding of advertising, expressly explain the role of the following in advertising: advertisers, advertising agencies, regulatory bodies, media and consumers.
- 2) What is advertising? Why advertising? Is the world better off without advertising?
- 3) The internet is the basis for the social and new media today. Discuss.
- 4) Public relations is essentially people centered. What is the implication of this assertion in view of the external and internal publics of Lead City University, Ibadan?

- 5) Write short notes on the branches of public relations known to you.
- 6) Critically analyze the role that technology has played in the development of the mass media globally.
- 7) What is photography? Why is it a medium of mass communication?
- 8) What do you understand by the word 'Public communication'? How relevant is it in today's global village. What makes it different from cultural communication?
- 9) Sales promotion is time bound and incentive driven. Defend this assertion with practical examples.
- 10) Write short notes on five social media platforms known to you.
- 11) What is marketing communication? List and define all other tools known to you.
- 12) Define and differentiate between two forms of mass media known to you.
- 13) a) What is online and multimedia communication?
 b) Explain the following terms: i) Blogs ii) Social Networking sites iii) news websites
 iv) podcasts v) Search Engines
- 14) What is content management? How can you generate and manage content on a social media platform?

