



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

COURSE PARTICULARS

Course Code: CMT 216

Course Title: Sociology of Mass Communication

No. of Units: 2

Status: Compulsory

Course Lecturers:

LECTURER DETAILS

Name: Dr Lambert A. Ihebuzor

Qualifications: B.A, MCA, Mphil, Ph.D

Phone: 08033419512

Email: lambert.ihebuzor@yahoo.com

Area of Specialization: Publishing and Sociology of Communication

COURSE DESCRIPTION

Introduction

The course provides some basic foundation for the study of human communication. Systems as they apply to societal interactions.

This course provides some basic foundation for the study of human communication. It is designed to aid students understanding of the nature, function and concept of the mass media and their institutions. The implications of the growth of mass media institutions and the way in which they shape views, modify behaviour, and help fashion society now and in the future will be examined.

COURSE OBJECTIVES

1. Expose students to some basics of the study of human communication.
2. Aid students understanding of the nature, function and concept of the mass media and their institutions.
3. Study the implications of the growth of mass media institutions, the ways in which they shape views, modify behaviour and help fashion society now and in the future.

Assessment:

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

LECTURE PLAN

Weeks	Topics
<i>Week 1</i>	An overview of the aspects of human communication system. Communication as the necessary condition for the operation of human society.
<i>Week 2</i>	Communication and interpersonal interaction. The Communication cycle.
<i>Week 3</i>	Communication, culture and society.
<i>Week 4</i>	Small group communication. Skills of an ideal group participant. Listening as an important aspect of communication in group communication.
<i>Week 5</i>	Socialization as a process where new arrivals learn to participate effectively in the society.
<i>Week 6</i>	Mid Semester Test
<i>Week 7</i>	Sociology of mass communication. Every society evolves and uses forms of communication that suits the kinds of activities and cultural ideologies in it.
<i>Week 8</i>	The Mass Media and Society
<i>Week 9</i>	The Mass Media. The major functions of the Mass Media i.e Inform Educate, Entertain, Mobilize and Social continuity.
<i>Week 10</i>	Selected mass communication theories – Social Responsibility Media theory; Development Media theory; Gate Keeping theory; Agenda Setting theory; Uses and Gratification theory; and Needs and Motivation theory.
<i>Week11</i>	Rumour as a means of communication
<i>Week 12</i>	The social media: Facebook; Twitter; Blog; MySpace; YouTube; Skype; LinkedIn; etc Revision Examination

SUGGESTED READING LIST

- Adair, J. (1988). The effective communication. London: The Industrial Society
- Abdullahi, S. (2009). Studies in cultural sociology. Ibadan: Foludex Press
- Bodley, J. (1994). Cultural anthropology: tribes, states and global system. New Hampshire: Atlantic books
- Maurus, M. (1997). The art of communication. Bombay: Do It Yourself Books
- Osborne, R. and Loon, B. (1996). Introducing sociology. Royston: Konbooks Limited
- Ihebuzor,L.(2014). Introduction to Sociology of Communication.Ibadan: college Press
- Wilson, D. (1997). Communication and social action. Port Harcourt: Footstep Publication
- Wilson, S. (1997). Mass Media, Mass Culture: An Introduction. New York: McGraw-Hill.

TUTORIAL QUESTIONS

- (1) a. Define and carefully explain the term 'Sociology of Communication'
b. Discuss five (5) main barriers of communication in a given Nigerian society
- (2) (a) "Just as human beings probably could not survive without personal communication, modern societies could not survive without mass communication". Carefully justify your agreement of this statement.
(b) What do you understand by social expectations?
- (3) What are the implications of the use of social media in Nigeria?
- (4) What are the uses of "Communication", "Infotainment", "Edutainment" and "Socialization"?
- (5) a. Explain the concept of global village? b. Analyze how development in Information Technology has broadened up what you can do when sharing information in the global village.
- (6) Of what importance is each of the following in the sociology of mass communication?
(a) Folk Culture (b) Totems and totemic animals (c) Popular Culture (d) Communication Media
- (7) Evaluate the use of drum beats as both culture and communication in the traditional and modern Nigerian societies".
- (8) Define the term 'culture'. Carefully explain how the expression of cultural values are essential to the identity and continuity of any society.
- (9) Discuss the dimensions of communication in a given society under the following:
 - a) Human beings and other creatures
 - b) Human beings and supreme beings
 - c) Human beings and weather
- (10) What are the major reliefs, and challenges in the use of the Global System of Mobile Communication (GSM) in the sharing of information in Nigeria?
- (11) Write short notes on the following:
 - (a) Rumour as a form of communication
 - (b) Citizen Journalism
 - (c) Information Communication and Technology (ICT) and society.
- (12) What is a theory? Discuss the usefulness of two theories you have studied, pointing out how they apply to the study of sociology of mass communication.

Course Title: Sociology of Mass Communication
Course Code: CMT 216
SECTION C MARKING GUIDE

Question One

- Definitions 5 marks
- Explanation 5 marks
- Discussion 5 marks
- Conclusion 3 marks

Total = 18 marks

Question Two

- Definition of terms 5 marks
- Explanation 5 marks
- Discussion 5 marks
- Conclusion 3 marks

Total = 18 marks

Question Three

- Definitions 3 marks
- Social media types 3 marks
- Functions 3 marks
- Implications 3 marks
- Conclusion 3 marks
- Recommendations 3 marks

Total = 18 marks

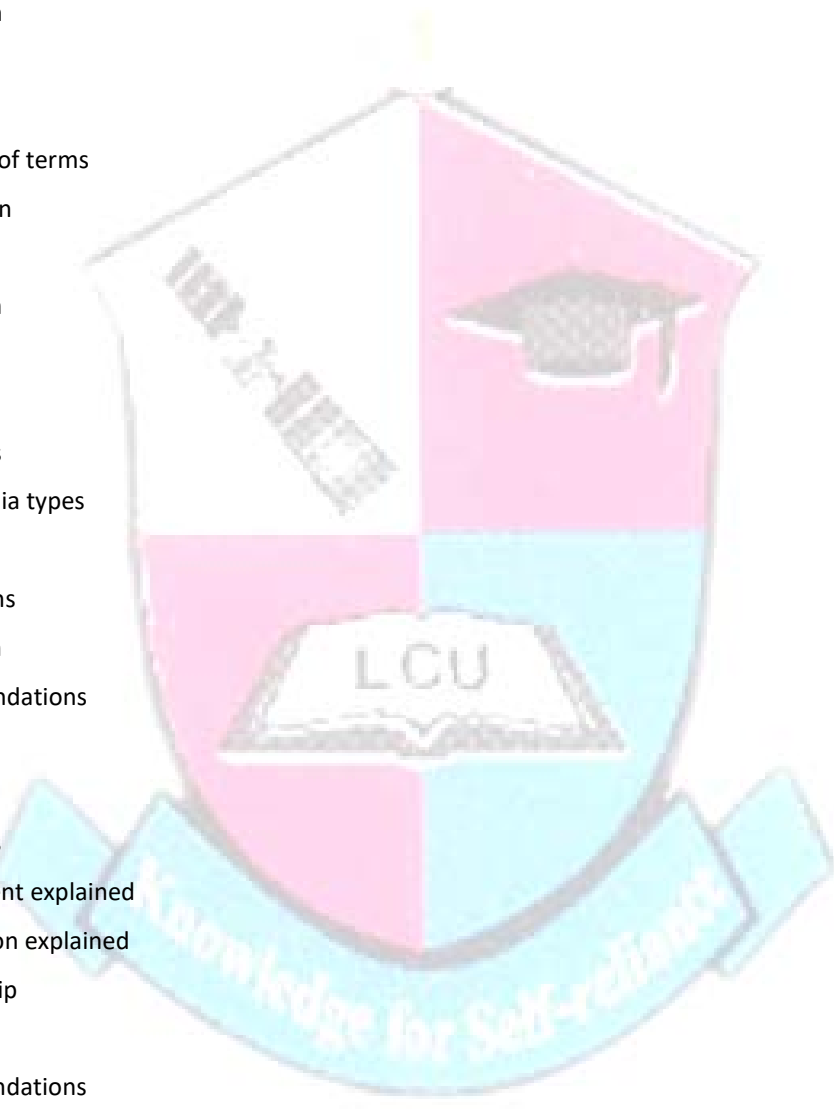
Question Four

- Definitions 3 marks
- Edutainment explained 3 marks
- Socialization explained 3 marks
- Relationship 3 marks
- Conclusion 3 marks
- Recommendations 3 marks

Total = 18 marks

Question Five

- Definitions 4 marks
- Explanation 4 marks
- The concept of global village 4 marks
- Conclusion 3 marks



Recommendations	3 marks
	Total = 18 marks

Question Six

Folk culture	3 marks
Popular culture	3 marks
Communication media	3 marks
Explanation	3 marks
Relationship	3 marks
Recommendation	3 marks

Total = 18 marks

Question Seven

Definitions	4 marks
Explanation	4 marks
Discussion	4 marks
Conclusion	4 marks
Recommendation	2 marks

Total = 18 marks

Question Eight

Definition	4 marks
Cultural values and identity	4 marks
Cultural values and continuity of a society	4 marks
Discussion	4 marks
Conclusion	2 marks

Total = 18 marks

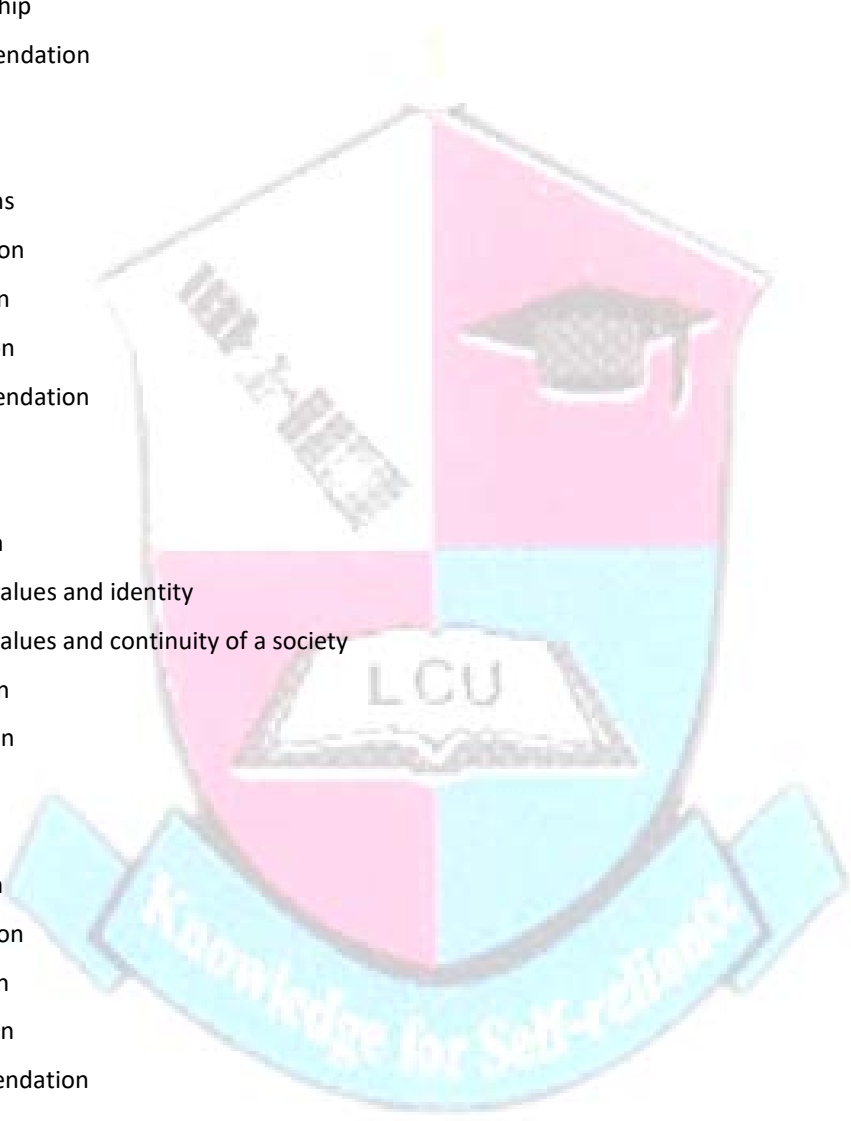
Question Nine

Definition	4 marks
Explanation	4 marks
Discussion	4 marks
Conclusion	4 marks
Recommendation	2 marks

Total = 18 marks

Question Ten

Definition	3 marks
Rumour as communication	3 marks
Citizen journalism	3 marks
ICT and society	3 marks
Communication and barriers to effective communication	3 marks



Conclusion

3 marks

Total = 18 marks

Question Eleven

Definitions

4 marks

Reliefs

4 marks

Challenges

4 marks

Conclusion

4 marks

Recommendation

2 marks

Total = 18 marks

Question Twelve

Definition

2 marks

Gate keeping theory

4 marks

Social Responsibility theory

4 marks

Agenda setting theory

4 marks

Uses and Gratification theory

4 marks

Total = 18 marks

Total Exam score: 70 marks

