

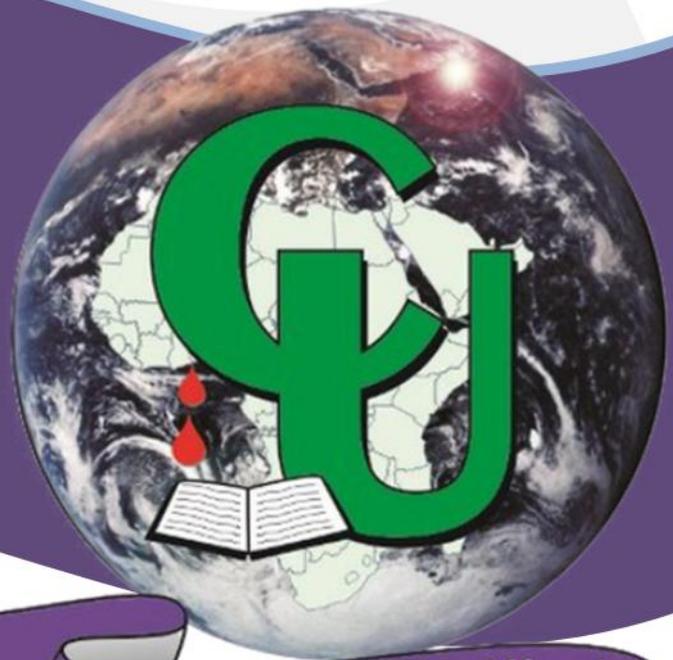
**COVENANT UNIVERSITY**

**TUTORIAL KIT**

**PROGRAMME: MASS. COMM**

**ALPHA SEMESTER**

**100 LEVEL**



*Raising A New Generation Of Leaders*

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# **MAC111: INTRODUCTION TO MASS COMMUNICATION 1**

CONTRIBUTORS: PROF. SOBOWALE AND MISS OMOLE

1. Receivers do not always get clear messages from senders. This is because several types of noise can interfere with the delivery of the message. Identify three types of noise and explain with examples.
2. What are the elements of mass communication? Identify each of them and explain with a model.
3. There is a model of mass communication that looks at how audience members derive and create meaning out of media content. What model is it? Explain it with at least two relevant examples.
4. Do the mass media affect our lives? If yes what are the specific ways in which they do that?
5. Kurt Lewin (1947) describes the various checkpoints at which news and information must stop before going to the audience as the Gatekeeper model. Identify three of these gatekeepers, and describe how they carry out their gate keeping functions.
6. State the similarities and differences between the message in broadcast media and that of print media.
7. Identify and explain the kind of communication situations that exist on a football field.
8. You are in an auditorium that sits about five thousand people, to listen to the Health Minister deliver an address. You join in a luncheon after the minister's address, where he is seen mingling and conversing with other guests. Did mass communication take place either in the auditorium or at the luncheon? Explain.
9. Mass media and mass communication mean the same thing. Discuss.
10. A close-circuit television monitoring national security and a telecast of a political party convention are both mass communication. True or False? Explain.

## **MAC112: WRITING FOR THE MASS MEDIA 1**

CONTRIBUTORS: PROF SOBOWALE AND KAYODE-ADEDEJI

1. Define and explain what a lead means.
2. Using a table, state 3 differences between a headline and a lead.
3. List and explain 2 types of leads.
4. List and explain 5 major functions of the mass media.
5. List the different types of mass media and explain their functions.
6. What are the different types of mass media?
7. Freedom of the press has always been an issue in every society. YES or NO. Defend your answer.
8. Of all the communication models thought in class, pick one of the models and draw.
9. Explain the basic elements in a communication.
10. Draw a communication model, and critic.
11. List the basic functions of the mass media.
12. In writing for broadcast and print media, what are the different characteristics they have? Present your answers in a tabular form.
13. Write a news story on an event that took place in Covenant University this week. Your story should not be more than 4 to 5 paragraphs.
14. What is Mass communication and what is communication?
15. What a story of your first day in Covenant University.
16. What is News?
17. Explain the media function of Information and entertainment.
18. At what point can we say communication has taken place?
19. What are the differences between a journalist and a citizen journalist?
20. What are the elements of a news story?

# MAC113: AFRICAN COMMUNICATION SYSTEMS

CONTRIBUTORS: DR AMODU AND DR ARIRIGUZOH

## SECTION A

1. Common identifiable means of traditional communication include
  - a. Talking, music, dancing, proverbs and dressing
  - b. Names, location, music, festivals
  - c. Drumming, dancing, talking, ancestry
  - d. Proverbs, music, dressing, drumming, dressing
  
2. Africans are generally known as the ...race.
  - a. a) black b) dark c) mysterious d) colored
  
3. African traditional communication systems determine the following:
  - a. i) How people interact with their families and neighbours ii) How people marry and separate
  - b. iii) How people live and are buried at death iv) How people earn money
  - i. a) i only b) i and ii c) i, ii, and iii d) i, ii, iii and iv
  
4. *Ette* is an ... name referring to a male child.
  - a) Ibibio b) Annang c) Efik d) Ogoja
5. A person bearinging *Kolawole Olukoya* is a male of ... descent.
  - a) Yoruba b) Igala c) Kwale d) Illaje
6. Which African country uses red coloured materials for mourning and for funeral rites?
  - a) Sierra Leone b) Ghana c) Togo d) Cote D'Voire
7. In a typical Ibo village, the *umuada* are always
  - a) married women b) unmarried maidens c) divorced women d) none of the above
8. The *ipele* that is tied around the waist by a ... woman.
  - a. a) Igbo b) Hausa/Fulani c) Bini d) Yoruba
  
9. A typical ... man would put on a *danshiki*.
  - a. a) Igbo b) Hausa/Fulani c) Bini d) Yoruba
  
10. A *kabiyesi* is known by his dressing. He wears
  - a. i) *agbada and* holds his horsetail ii) beaded shoes iii) holds his staff iv) Holds crown in his hand a) i only b) i and ii only c) i, ii and iii d) i, ii, iii and iv
  
11. The *adani-okpe* is the end of year festival for the
  - a) Illajes b) Ijebus c) Egbas d) Aworis
12. Loud and continous blowing of the elephant's tusk from the *Ovie's* palace to the Urhobo people means
  - a) celebration b) war c) arrival of a dignitary d) announcing a new farming season
13. The men of Massai, the Bushmen and the Hottentots of South Africa wear ... rings.

a) ear rings b) nose rings c) toe rings d) finger rings

14. *Ozo* title members

i) are fully grown up men, of high prestige and influence in their communities

ii) young men of affluence iii) political office holders iv) Igbo men

a) i only b) ii and iii only c) i, ii and iii d) i and iv

15. The *gongon* or talking drum is used for

i) singing the praises of people ii) at festivals iii) during coronations iv) royal visits

a. a) i only b) i and ii only c) i, ii and iii d) all of the above

16. The *bata*, *saworoide*, *gbedu* and *aso oke* can be easily identified as .... culture.

a. a) Igbo b) Hausa/Fulani c) Bini d) Yoruba

17. Gunshots convey the following messages:

a. i) announce the passing on of an important personality ii) welcome to an important personality

b. iii) death of an elderly person iv) birth of the king's heir

i. a) i only b) i and ii only c) i, ii and iii d) all of the above

18. Our hairstyles tell people

a. our own beliefs, values, personalities and taste

b. our own beliefs, values, personalities and taste of our parents

c. our own beliefs, values, personalities, taste, occupation

d. our own beliefs, values, personalities, taste, occupation and office

19. Palm fronds hung at the entrance to a farmland indicates that the owner

a. is warning trespassers not to enter this particular farm

b. is welcoming investors to buy this farmland

c. c) is worshipping the gods of his father's household d) decorating his land

20. The carrying of green leaves by young men marching through the streets indicate

a. anger, trouble, breach of peace and possible violence

b. trouble, breach of peace and possible violence

c. peace, happiness and success

d. visit of the community head

## MARKING GUIDE

1. A

2. A

3. D

4. C

5. A

6. B

7. D

8. D

9. B

10. C

## **MAC115: PRINCIPLES OF PUBLIC RELATIONS**

CONTRIBUTORS: DR AMODU AND DR OYESOMI

1. Among so many definitions of Public Relations, choose one that you think is the most comprehensive/satisfying one, and discuss your reason.
2. Discuss the types of propaganda you were taught in class
3. Which of the types of propaganda is a PR professional likely to use in the performance of his/her job? Discuss your reason
4. Distinguish PR from Journalism
5. Who is reputed to be the first practitioner of PR in Great Britain between 1926 and 1931?
6. Explain the two-way asymmetric model of Public Relations
7. Who was the president of NIPR between 1968-1972?
8. Discuss two tools necessary for Media Relations practice
9. Discuss extensively two branches of PR
10. Press Agency is also known as ..... (a)Public Relations (b) Journalism (c) Press freedom (d)Publicity
11. The first important episode in the development of PR came about in the USA in .....(a) 1900 (b) 1906 (c) 1926 (d) 1932
12. Two-way symmetrical model is what type of communication? .....(a) One way (b) Two way (c) All of the above (d) None of the above
13. .... is the process of identifying and satisfying customers wants profitably (a)Public Relations (b) Advertising (c) Marketing(d)Personal selling
14. Propaganda done in the interest of both the organisation and the public is known as (a) Black (b) Grey (c) White(d) All of the above
15. The following are elements of Public Relations except? a. Planned and Sustained effort (b) Mutual understanding and goodwill (c) Counseling organisation leaders (d) All of the above
16. Which of the following results from information being made known (a)Media (b)Publicity (c) Public opinion (d) None of the above
17. Who is the father of Nigeria public relations?
18. The first information office in Nigeria was established where?
19. NIPR was established by what decree and which year?
20. Sir Stephen Tallents was the founding president of the (a) Institute of Public Relations, London, (b) British Institute of Public Relations (c) International Public Relations Association

## **ANSWERS TO MAC 115 TUTORIAL QUESTIONS**

1. There are so many definition of public relations. The student can pick a definition that has the characteristics of a good PR practice. For example, International Public Relations Association, 1978 Mexican Statement defines Public Relations as the art and Social Science of analyzing trends, predicting their consequences, counseling organization leaders, and implementing planned programmes of action which serve both the organisation's and the public's interest.

This definition highlights five important aspects of public relations namely:

- a. analysis of trends - what kind of image do people have about the company and how can this image influence or affect the future of the company
- b. predicting the consequences – the PRO has to be able to predict the people's reactions
- c. Counseling leaders – as a management function, public relations on the one hand manages the in house department (consultancy and client services) and on the other, gives advice to the management
- d. Implementing planned programs of actions - the department should have strategic, measurable, realistic and timely objectives
- e. Serving the public interest – the programs designed must be socially responsible and ethical

### **2. Three types of propaganda**

- i. White propaganda: this is a kind of propaganda that is meant to persuade the people to accept to accept a particular view
- ii. Black propaganda: this is a pure propaganda meant to manipulate the people for the benefit of the sources. This is commonly found in local hostility or discord. During wars; each party may resort to propaganda to buttress point and warm itself to the heart of the people
- iii. Grey propaganda: mixture of black and white lies. PR often use grey propaganda to tell the public what a particular organization is doing this is done in the interest of both the organization and public.

3. PR often use grey propaganda to tell the public what a particular organization is doing this is done in the interest of both the organization and public.

4. Most professionals of PR enter the profession through Journalism, but being a journalist does not make you a good professional of PR. In the day to day operations of PR officers, he/she will need the Journalist. The journalistic instinct must therefore exist in the PR professional will have to write news releases. He/she will need to call press conference and a PR professional cannot do all these without an in-depth knowledge of how they are being done. That is the reason professionals must be trained in the style of journalists

5. Thomas Jefferson- He was reputed to be the first practitioner of PR in Great Britain between 1926 and 1931?

6. The two-way asymmetric model is noted for wittingly employing scientific persuasion based on the premise that by learning more about the public or target audience, messages could be shaped or prepared to change the attitude of the target population thereby producing the organization's desired effect. The practitioners strive to influence public attitude but no mutual understanding arises from the mutual communication

7. Chief Kanu Offonry was NIPR president between 1968-1972

8. Press release and press conference

a. Press Release is one of the effective means through which corporate organizations reach out to their external publics. It usually affords the organization the opportunity to tell its own story its own way. This is because the organization writes the stories concerning activities taking place in the life of the organization and dispatches the stories to media organizations as press releases. This Unit discusses this aspect of corporate communications practice. The concept, 'press release' has other terms for which it is known in public relations literature. It is therefore the same as 'news release'. It is also called 'media release'. Press Release is therefore defined as "corporate news issued out for consumption by an organization via the instrument of the mass media with the purpose of enhancing the corporate image of the organization"

b. Press Conference: Press Conference is often organized to "create a two-way communication situation for an organization to share information and ideas with media on major break – through and controversial complex facts that need proper explanation and in similar important information exchange situation. Press or news/media conference is therefore " a two –way communication between an organization and the press men through which the organization shares its important information with the press which in turn publicize the information for public consumption" Press conference is therefore a very serious media event.

9. i. Community relations is a branch of public relations concerned with the cultivating and sustaining healthy relationship between an organisation and the community or communities where the organisation exists. It is simply conceptualized as social service responsibility of an organisation. The essence of community relations practice therefore is to achieve and sustain safe operational climate for any organisation operating within a given community. The implication is that community relations practice is beneficial to both an organisation and its host community. The organisation benefits by operating in a safe community atmosphere and the community benefits by having its environment developed by the organisation. This will in turn help to ameliorate conflict between the organisation and its host community.

ii. Financial public relations is one of the highly skilled areas in public relations management and practice. It is also, one of the fastest growing aspects of public relations practice. This is because corporate organisations now appreciate the need to attract and sustain reputable investors needed to boost their financial base. This is why the practice of financial public relations has become so crucial in modern organisational management. This unit therefore examines financial public relations as a distinct area of public relations practice.

10. D

11. B

12. B

13. C

14. B

15. D

16. B

17. Sam Epelle

18. Lagos

19. Decree 16 of 1990

20. B