

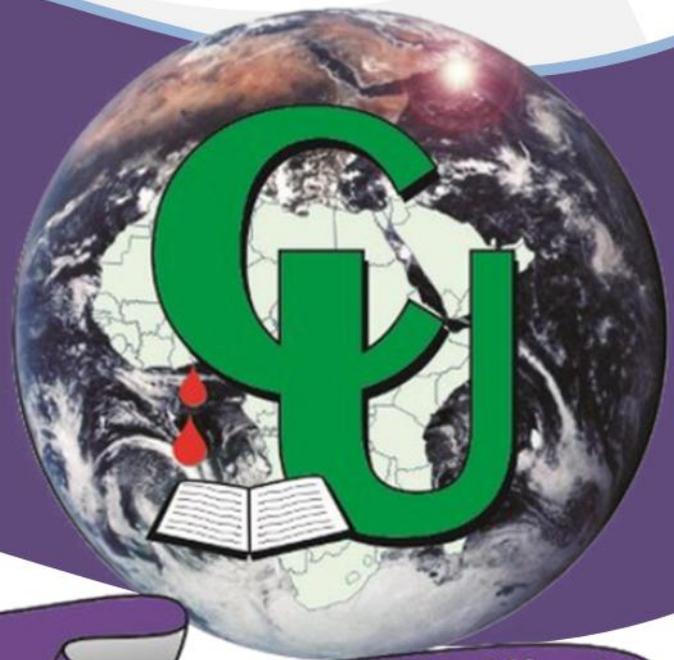
COVENANT UNIVERSITY

TUTORIAL KIT

PROGRAMME: MASS. COMM

ALPHA SEMESTER

400 LEVEL



Raising A New Generation Of Leaders

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MAC412: EDUCATIONAL BROADCASTING

CONTRIBUTORS: DR ARIRIGUZO S. AND USAINI S.

1. Explain the term “educational broadcasting”.

It is the use of radio and television to train, instruct, and give knowledge to the audience.

2. Explain what you understand by education for instruction.

This is the provision of specific information for formal learning aimed at enhancing further knowledge. It is usually graded.

3. What are the advantages of using television in educational broadcasting?

Television allows the viewer to hear and see what he is learning at the same time.

4. Discuss the three levels of education recognized by the government. • Primary • Secondary • Tertiary

5. Explain the role of the family in informal education. The family is the first contact any child has with the world. It is the first school. Where children come from a home where there is love and trust, they learn quickly.

6. Extensively discuss two issues affecting educational broadcasting in Nigeria and proffer possible suggestions. These issues include scientific audience research, high cost of production, innovation, legal constraints, et cetera

7. Explain three impacts that an educational broadcast can have on a group of fishermen in Epe, Lagos. These include giving them new knowledge, teaching them new skills, instructing them on a particular area of fishing, giving them an informative experience, etc

8. Explain three peculiarities of educational broadcasting. These peculiarities include: • Universality-availability to all who are tuned in • Free at the point of delivery • No demand or need for any special equipment except the basic

9. What makes formal educational programmes unique? • They follow a curriculum • Are graduated to enhance learning in a particular area • Delivered at specific times

10. Discuss three qualities you expect to see about the presenter of the programme, *English 101*. These include but are not limited to

- He must be creative
- Have a good handle of production techniques
- Know his subject of discussion

11. Explain educational programme for society.

12. Explain educational programme for living
13. Explain educational programme for agriculture
14. Explain educational programme for economy
15. Explain educational programme for instruction
16. Explain educational programme for health
17. Explain educational programme for society
18. Explain informal educational broadcasting
19. What is the difference between direct and indirect instructional programmes?
20. Explain the importance of three pre-production steps you must take before the next edition of *My Era of Great Exploits*.

MAC413: ISSUES IN BROADCASTING

CONTRIBUTORS: **DR ARIRIGUZOH AND IGBINOBA**

1. What is gender diversity in broadcasting?

This is the inclusion of programmes that provide contents for the different genders.

2. What do you understand by *gender discrimination*?

This is the preference for one gender against another. The discriminated gender is treated differently and unfairly.

3. Explain the term “objective programming”.

This is addressing core values of interest to both genders in a programme. No gender is favoured or discriminated against

4. Discuss the need to take cultural values into consideration in broadcasting.

Deliberately, the way of life of the audience is taken into consideration. What makes every culture unique is highlighted. The broadcaster does not look down on any culture.

5. What is *power balance* in broadcast programming?

This is the production of empowerment programmes addressing areas of needs of the audience. The messages add value or question the status quo/

6. Explain the concept of *rights based approach* in broadcast programming.

This programme contents tell of the legal provisions against some issues of concern, eg, gender discrimination. The United Nations Convention on Human Rights; Convention on Discrimination against Women; Child Rights Convention etc. provisions have been written into the laws of many countries. These “rights” focus on our rights as human beings.

7. Explain strategic relevance as an issue in broadcasting.

This is the production of programmes that have peculiar relevance to your mainstream audience.

Your programme must focus on them.

8. How can a broadcaster be an “advocate”?

He becomes such when he requests his audience to take action in the areas of lack or where there is a desired change in the society. Examples: Call the Police or register to vote today.

9. What do you understand by *gender equality*?

This is saying that all persons are equal whether they are born male or female. Both sexes must therefore be given equal chances in the society.

10. What role has broadcasting played in Nigerian politics?

Students are to explain the functions broadcasting has performed in Nigerian politics, especially how it has easily lent itself to political manipulation.

11. Explain self-censorship

12. Discuss the concept of “bad taste” in public broadcasting

13. What do you understand by the “commercialization of news”.

14. Do you agree that the Federal Government should control all the broadcast stations? Explain with three reasons.

15. Would you agree that there is actually a disparity between urban and rural news coverage?

Support your argument with three reasons.

16. Differentiate between ownership and control of broadcasting.

17. What is political broadcasting?

18. Do you agree that broadcasting stations should be licensed by the government?

19. There are too many radio stations in Nigeria? Do you agree?

20. Broadcasting can be used for national development? Explain any four ways this objective can be achieved. 48

MAC415: ORGANIZATION AND MANAGEMENT OF AD & PR AGENCIES

CONTRIBUTORS: DR OMOJOLA AND DR OKORIE

MAC 415: ORGANISATION FOR PR AND ADV AGENCIES

1. What is IMC? 2. Who are the participants of IMC 3. Who is the Advertiser in a centralized system 4. What is the major difference of centralized and decentralized system 5. Discuss the different types of agencies 6. How do you gain clients in an ad agency? 7. Discuss how an ad agency is paid? 8. Why is an integrated agency important? 9. Discuss the different types of integrated agencies? 10. Discuss the importance of the level of involvement of a consumer in the IMC process 11. Why is an inhouse agency important to an organization? 12. What are the units of a full service agency? 13. What are the benefits of a full service agency? 14. What are the major considerations for attracting clients 15. Discuss the importance of ad agency?

MAC419: COMPUTER-ASSISTED REPORTING/ ONLINE JOURNALISM

CONTRIBUTORS: DR OMOJOLA AND DR PETER

Course Title: Computer-Assisted Reporting/ Online Journalism

1. What is computer assisted reporting?

Is simply the use of computers to gather and analyze data for the purpose of transforming that data into information.

2. What is difference between data and information?

Data is an isolated fact. Information is one or more facts that are put in a context.

3. List out and explain briefly the eight phases of computer assisted reporting:

Conception, location, acquisition, transformation, examination, exposition, composition and publishing

4. What is data mining?

This is a process in which a reporter look at data from a number of different angles in search of patters that may result in narratives or news stories

5. Describe three of the main uses of the Internet.

Internet as news, Internet as news source, internet as a news forum, internet as a news subject, Internet as a news medium.

6. Identify five top level domains on the Internet.

.com for commercial organizations, .edu for educational organizations, .gove for governmental organizations, .net for network organizations, .org for non profit organizations.

7. Mention five advantages of email over the surface mail for the journalist.

(a) Speed, (b) cost (c) Security (d) convenience (e) power and control.

8. Discuss SMTP briefly. This means simple mail transfer protocol. This is a set of rules governing the exchange of messages between servers.

9. Describe the main three user control associated with mailing list.

Subscription control – List owners determine who can sign on their list

Message control – Means somebody reads over esch message before it is sent to the entire list. This is to check off-topic conversations and unnecessary chatter that plague some conversations.

Reply control – Most mailing lists allow users to reply to the entire list.

10. What is a web directory?

This is cache of contents on the Internet which allows users to either browse subject categories with the purpose of conducting a subject oriented search.

11. How does a search engine work?

12. Explain the functions of Boolean operators

13. As a journalist, you have several files stored in several folders. So, how do you conpress and decompress files?

14. What is a spreadsheet and how useful is it to the journalist?

15. What is a database. Differentiate a database from a spreadsheet.
16. What tasks do databases let you perform?
17. Explain what Structured Query Language is.
18. Describe relational databases and their functions
19. How useful is the nerd box in online stories?
20. How do you make money from a news website.