MAC121: Introduction to Mass Communication II (2 Units)

Department of Mass Communication

Covenant University
1. MAC121
1.1. MAC121: Introduction to Mass Communication II (2 Units)

This course builds on Part One of the course by advancing into a study of the development and growth of mass communication media such as newspaper, radio, television, and motion pictures etc. It also examines common theoretical foundations and research findings underlying the practice of mass communication.