MAC319: Public Affairs Broadcasting (2 Units)

Department of Mass Communication

Covenant University
1. MAC319
1.1. MAC319: Public Affairs Broadcasting (2 Units)

This course gives an assessment of the public and educational potentialities and limitations of radio and television. It gives an evaluation of the approaches and production techniques of radio/television and the planning and production of educational programmes in radio and television. In addition, a critical examination of the structure, internal dynamics and functions of the News and Current Affairs/Public Affairs division of our broadcasting organizations. It takes a critical look at their interpretative reporting of government and public institutions/agencies, and their handling of current affairs talks/discussions, documentaries, magazines, etc on those institutions/agencies.