1. MAC340
1.1. MAC340 Precision Journalism (2 Units)

This course teaches how social scientific tools could be applied to routine reportorial activities in order to lend empirical authenticity to reports and information carried in the mass media. It sensitizes the student on the need to apply scientific tools to news gathering, processing and reporting. Some aspect of the course introduces the student to the more complex statistical concepts and their applications. These concepts include the normal curve, standard deviation, confidence level, sampling interval, error margin, sampling error, significance level all of which must be reported in manner the ordinary man in the street would understand. Writing publishable and actually publishing findings in the mass media are a compulsory component of the course.