

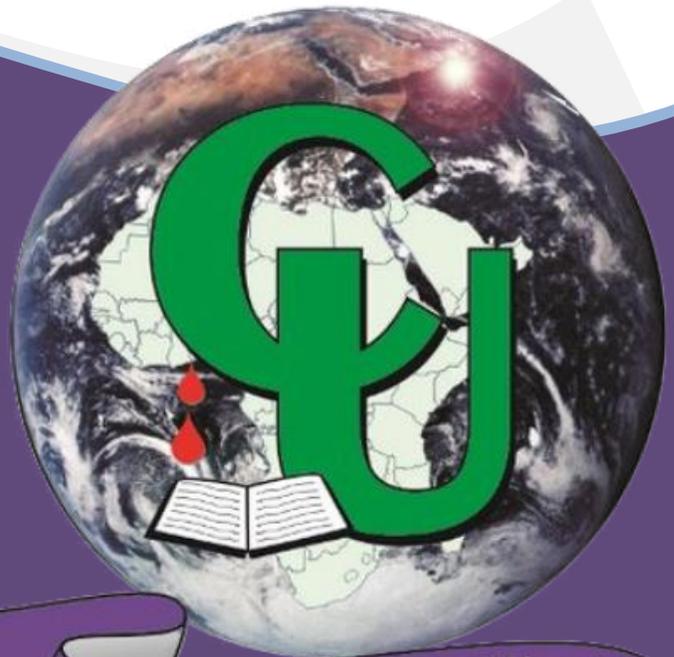
COVENANT UNIVERSITY

TUTORIAL KIT

PROGRAMME: MASS COMM

OMEGA SEMESTER

200 LEVEL



Raising A New Generation Of Leaders

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COVENANT UNIVERSITY

CANAANLAND, KM 10, IDIROKO ROAD
PMB 1023, OTA, OGUN STATE, NIGERIA

TITLE OF EXAMINATION: B.Sc. DEGREE EXAMINATION

COLLEGE: Business and Social Sciences

DEPARTMENT: Mass Communication

SESSION: 2015/2016

SEMESTER: Omega

COURSE TITLE: Introduction to Statistics for Social Science 2

COURSE CODE: MAC220

INSTRUCTION: Answer three questions (1 and 2 are compulsory) Time: 2hrs

1. Below is a Harvard test score for 20 students. Compute:
 - a. The range
 - b. 90th percentile
 - c. The inter-quartile range
 - d. The variance
 - e. The standard deviation **(25marks)**

9	9	9	8	8	8	8	7	7	7	7	7	6	6	6	6	6	6	5	5
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2. Using the table below:
 - a. State a null and an alternate hypotheses
 - b. Compute the expected frequency
 - c. Test if there is a significant relationship between diet and outcome using chi-square
 - d. What is your conclusion? **(25marks)**.

Diet	Outcome				Total
	Cancers	Fatal Heart Disease	Non-Fatal Heart Disease	Healthy	
AHA	15	24	25	239	303
Mediterranean	7	14	8	273	302
Total	22	38	33	512	605

3. Suppose you work for the Department of Natural Resources and you want to estimate, with 95% confidence, the mean (average) length of the walleyes in a fish hatchery pond. (Assume the population standard deviation is 2.3 inches. Because you want a 95% confidence interval, what will be your z^* -value?)

b. Suppose you take a random sample of $n = 100$ walleyes and find the average length is 7.5 inches. Find the margin of error and state your confidence interval **(20marks)**

4.

- a) Define the null hypothesis
- b) Define the alternate hypothesis
- c) What is a type 1 error?
- d) What is a type 11 error? **(20marks)**

5.

- a. When do you reject the reject the null hypothesis?
- b. The null hypothesis is false if the probability value (p) is less than ----- or --

- c. Following another approach, If the data analysis results in a probability value is below the α level, is the null hypothesis rejected or accepted
- d. When the null hypothesis is rejected, is the effect said to be statistically significant or insignificant. **(20marks)**

MARKING GUIDE

Question 1

- Below is a Harvard test score for 20 students. Compute:
 - The range (**2.5marks**)
 - 90th percentile (**5marks**)
 - The inter-quartile range (**5marks**)
 - The variance (**10marks**)
 - The standard deviation (**2.5marks**)

9	9	9	8	8	8	8	7	7	7	7	7	6	6	6	6	6	6	5	5
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

(Total of 25marks)

Question 2

Using Chi Square (Goodness-of-fit), test if there is a significant relationship between diet and outcome

Diet	Outcome				Total
	Cancers	Fatal Heart Disease	Non-Fatal Heart Disease	Healthy	
AHA	15	24	25	239	303
Mediterranean	7	14	8	273	302
Total	22	38	33	512	605

Hypothesis (**2.5marks**)

Expected frequency (**5marks**)

Computing Chi-square value (**10 marks**)

Computing the degree of freedom (**2marks**)

Identifying the P value in the chi square table (**3marks**)

Conclusion (**2.5marks**)

(Total of 25marks)

Question 3

Suppose you work for the Department of Natural Resources and you want to estimate, with 95% confidence, the mean (average) length of the walleyes in a fish hatchery pond. (Assume the population standard deviation is 2.3 inches. Because you want a 95% confidence interval, what will be your z^* -value?

b. Suppose you take a random sample of $n = 100$ walleyes and find the average length is 7.5 inches. Find the margin of error and state your confidence interval

Answer:

z^* -value = 1.96 (**5marks**)

The lower end of the interval is $7.5 - 0.45 = 7.05$ inches; the upper end is $7.5 + 0.45 = 7.95$ inches.) You can say that a range of likely values for the average length of the walleyes in this entire pond is between 7.05 and 7.95 inches, based on your sample, with a confidence level of 95%. **(15marks)**

(Total of 20marks)

Question 4

- a) Define the null hypothesis **(4marks)**
- b) Define the alternate hypothesis **(4marks)**
- c) What is a type 1 error? **(2marks)**
- d) What is a type error? **(2marks)**

Question 5

- a. When do you reject the reject the null hypothesis? **(2marks)**
- b. The null hypothesis is false if the probability value (p) is less than ----- or --
----- **(2marks)**
- c. Following another approach, If the data analysis results in a probability value below the α level, is the null hypothesis is rejected or accepted. **(2marks)**
- d. When the null hypothesis is rejected, is the effect said to be statistically significant or insignificant. **(2marks)**

(Total of 20marks)



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TITLE OF EXAMINATION: B.Sc. COLLEGE: Business and Social Sciences

SCHOOL: Social Sciences DEPARTMENT: Mass Communication

SESSION: 2015/2016

SEMESTER: Omega

COURSE CODE: MAC 222

CREDIT UNIT: 2

COURSE TITLE: SPECIALISED REPORTING 11

TIME: Two hours

ANSWER 3 QUESTIONS IN ALL. QUESTION NO 1 IS COMPULSORY!

- a. What is inverted pyramid in news writing? 5 marks
Using the inverted pyramid format, write a five-paragraph news story on one of the recent happenings in the Nigeria. 25 marks

2. a. Discuss the state of Business Journalism in Nigeria 10 marks
b. Explain five ways in which Business Journalism is different from other forms of journalism. 10 marks

Write short notes on the following:

- i. 5Ws and H 10 marks
iii. Headline 5 marks
iv Lead 5 marks

4. Discuss five basic information a finance /banking reporter should know about the banking system. 20 marks

5. Who is a business and economy reporter 5 marks

- b. Critically analyse five general tips on how to cover events as a specialised reporter.

15 marks



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COLLEGE: Business and Social Science DEPARTMENT: Mass Communication

SESSION: 2015/2016

SEMESTER: Omega

COURSE CODE: MAC222

CREDIT UNIT: 2

COURSE TITLE: SPECIALISED REPORTING II

MARKING GUIDE

a. Using the inverted pyramid structure structure, the first sentence or first two sentences of the story make up the intro and should contain the most important points in the story. In the sentences below the intro, detail is given which supports the facts or opinions given in the intro; and the other most newsworthy details are given. Less important details and subsidiary ideas or information follow until the story finally tails away to the sort of details which help to give the full picture but which are not essential to the story.

A story written as an inverted pyramid can be cut from the bottom up to fit limited space or time.

Is it new?

Is it unusual?

Is it interesting or significant?

Is it about people?

b. In writing a five-paragraph news story, students are expected to write: headline, introduction (The lead) and the remainder of the story. A well written story attracts 25 marks.

THE STATE OF BUSINESS JOURNALISM IN NIGERIA

In Nigeria, business journalism is still a recent occurrence. It did not start in the 19th century just as the United States of America. It came into existence with the country's industrial and commercial development and development of financial institutions in Nigeria. Still, reportage of economic stories in Nigeria in way behind in comparism to other developed countries especially the ones in the west. This can be attributed to the citizens' lack of interest to business/financial news either due to plain apathy or lack of information.

According to Egbochuku, the first business publication in Nigeria was the Business Times which was established in 1975. Prior to that time, there was really no existence of any informed media coverage on business issues, the business time was set up to fill this void. The end of the civil war gave rise to the oil boom era''in the country which resulted in lots of economic activities for the private and public sectors which resulted to the various media houses to

establish economic/business reporting. The Daily Times realized a need to set up a business newspaper in order to fill the gap which existed in business journalism before that time. The Daily Times Nigeria Limited launched Business Times on September 30, 1975.

In 1980, Punch Nigeria Limited started financial while Concord Press Limited started the business Concord in 1983 with Stanley Egbochuku as its founding editor.

In 1986, there was an increase in Business Publications. They included; Credit News, Financial Digest, The President e.t.c. This was a result of the introduction of the Structural Adjustment Programme (SAP).

In July, 2001 Mr Frank Aigbodun, former editor of the Vanguard launched Business Day as weekly business newspaper in Lagos, Nigeria. It became Nigeria's first daily business newspaper on July 8, 2002. Today in Nigeria, several other business publications have joined business day. Some of them are; Business World, Business Hallmark e.t.c.

The coverage of the business activities by the media has assumed an upward trend in the past decades. The surge in the interest developed by the various media could be attributed to the willingness by their audiences to know the unusual events in the business industry.

In the beginning of the Business Journalism Era, journalists just updated the audience on recent financial break outs, melt down of businesses, upcoming businesses etc. It then moved and advanced to the time where business journalism not only talked about the major happenings in the business world for information sake, it then began to create awareness in form of advertisements to promote an idea or company for what they stand to gain from it, or criticize based on personal bias, majorly for the journalists' selfish interest.

In this recent times, business journalism in Nigeria is more focused on the rapid, technological and innovative advancement of businesses, leading to the advancement and update of business journalists because they have to match up to the standard of the business world. They are now involved in giving useful information, (major and minor), to the audience about the business world (i.e. stock exchange rate, upcoming businesses, changes in formation of major businesses, etc.) They focus more on competitive goods because as information is being pushed out, it increases and hits up competition amongst companies, this makes more business profit rate for them. They also make predictions on the uprising businesses, the future of companies, stock exchange dollar rate, etc. All of these are for awareness and publicity sake.

Newspapers, magazines have created business pages to complement the efforts of specialized journals whose main preoccupation are basically the reportorial, analytical and interpretation of business events. Many years ago, general beat reporters were responsible for the writing of business stories which often come to the newsroom in form of press releases. With the era of specialization, today's business or financial page is given professional touches while the reporter shows interest in what goes on in his field of activity.

As a result of corruption and rampant abuse of rights and privileges in the country, Business journalism, according to Femi Owolabi in his article has been terribly polluted. "There is an urgent need for intervention in Nigeria's journalism, It is said that journalists look for unethical alternatives to survive. People like Ibekwe who are on the watch for these compromising journalists should be commended; but I think we must put efforts together and re-structure the system first".

This statement implies that journalists have now taken business journalism to a level of untruthfulness and total subjectivity and bias whereby it is done on the basis of what they have to gain. Corrupt leaders also take advantage of this and patronise the journalists thereby promoting corruption and destroying the system. So a journalist no longer has the primary aim

of conforming and improving, his primary aim is now to GAIN. This has led to a lot of misjudgements, wrong information and predictions etc. They now take bribe- which is strongly opposed to journalism ethics with an excuse of “mankind ends meet”. He suggests that the system has to be restructured and thoroughly purged of these kind of journalists set to destroy the system with greed.

Business Journalism still lags behind general journalism that comprises aspects such as political reporting and current affairs. This can be attributed to the following factors: Shallow grasp of financial literatures in particular; and economics in general on the journalist part.

Lack of interest on the part of Nigerian public on business and economic news due to poverty and low literacy.

Media owners lack of interest to invest substantial money in the field.

An average Nigerian newspaper carries three to five pages of business and financial news. This will not allow for deeper analysis and wider coverage of the happenings in the business world. A lot of the coverage of these reports is limited to news of conferences, annual meetings and press releases from corporate organisations.

But what is needed pertaining to expert analysis of business, economic and financial news is seen occasionally and in most cases lack rigour and technical grasp of major findings from world renown economic journals. With the excerpt of such Nigerian daily newspaper, Business Day, most papers lack dedicated economic and finance columns with expert contributions.

B. HOW BUSINESS JOURNALISM IS DIFFERENT FROM OTHER FORMS OF JOURNALISM

Business Reporting also help to provide information to management and investors that is very critical to decision making. However, on the negative part, Business reporting requires a lot of time and money in preparing reports, unlike other forms of journalism, where there is no need to prepare reports or cumulate results. It is also necessary to note that in the process of compiling results, qualitative information may be omitted, in other words, business reporting is prone to error because most times it deals with calculations. This is uncommon in other forms of business journalism. Reports are given based on what is available, therefore if the agency in charge of giving these reports to the journalist does not provide the complete information, it will affect the reports. This is also only unique to business journalism or reporting.

Write short notes on the following

Central Bank of Nigeria: The **Central Bank of Nigeria** was established by the CBN Act of 1958 and commenced operations on July 1, 1987. The major regulatory objectives of the bank as stated in the CBN act of 1958 is to: maintain the external reserves of the country, promote monetary stability and a sound financial environment, and to act as a banker of last resort and financial adviser to the federal government. The central bank's role as lender of last resort and adviser to the federal government has sometimes pushed it into murky regulatory waters. After the end colonial rule, the desire of the government to become pro-active in the development of the economy became visible especially after the end of the Nigerian civil war, the bank followed the government's desire and took a determined effort to supplement any short falls in credit allocations to the real sector.

Commercial Bank of Nigeria : Commercial banking operation in Nigeria started sometimes in 1891 when it became apparent that banking facilities were urgently needed especially in Lagos. In 1892, the African banking corporation-the first commercial bank in Nigeria was established to cater for the distribution of Bank of England notes on behalf of the British treasury. The bank later wound up its operations.

Headline

The headline first attracts us. It stands out in bold black type. Its message is terse, abrupt and often startling. It makes us stop and look. It tells us quickly what the story covers. Its primary function is to attract our attention. It corresponds to the beat of the drum outside the street show. But we will not consider the nimble art of headline writing here. As we have seen, headline writing belongs to the copyreader's province and not to the reporter's.

The first paragraph or lead:

It would be difficult to overstate the importance of the opening paragraph or lead. Always this lead remains the primary concern of the newspaper writer. In any form of writing the writer tries to put his best foot foremost. In journalistic writing, this first stride has unique importance.

Because the present day reader resembles the man who runs and reads; present day newspapers seek to facilitate his getting his information quickly. The convention has developed of telling the main facts of a news story in its first lead paragraph. Read any modern newspaper today- and you will find that by glancing at the headlines and through each lead you get, substantially, all the important news, although you may miss many interesting details.

This attracts 20 marks. 5 marks

High networth individuals in the Nigerian Economy

Aliko Dangote

He is Africa's Richest and Richest Man in Nigeria as of 2013 according to Forbes Magazine with a net worth of \$11.2 billion. The Nigerian businessman's fortune surged 557% in 2010, making him the world's biggest gainer in percentage terms and Africa's richest individual for the first time. The catalyst was listing Dangote Cement, which integrated his investments across Africa with his previously public Benue Cement; it now accounts for a quarter of the Nigeria Stock Exchange's total market cap. Already the continent's biggest cement maker, he has plants under construction in Zambia, Tanzania, Congo and Ethiopia and is building cement terminals in Sierra Leone, Ivory Coast and Liberia, among other places. Dangote, who recently bought himself a \$45 million Bombardier aircraft for his birthday, has been shuttling back and forth to London for months, in anticipation of a public offering there later this year. Today, Dangote has his tentacles in almost every sphere of human activity and owns about six companies including Dangote Nigeria Limited, Dangote Textiles Limited, Dangote Holdings, Blue Star Limited, Dansa Foods, and recently the Dangote Flour Mills factory that was established in Kano. He started out under studying his Uncle, Sanusi Dantata before setting up his own business in the late 1970s with a loan from his uncle. Dangote moved from Kano to Lagos where he participated in the massive importation and sale of cement needed for the country's development. Having cut his business teeth here and made his money, Dangote has never looked back till date. He directs a business that has diversified from its early

concentration on commodity trading into banking, agriculture, manufacturing, textile and transportation.

Dangote controls 60% of sugar market in Nigeria today, given the heavy demand by Nigeria's soft drink industry, breweries, and confectionary industries for sugar. Because of his enormous investment in the business and his transport haulage business, he can distribute his sugar faster, cheaper and at a uniform price nationwide which the competition cannot match. Dangote is reputed to have good investments even in foreign based sugar refineries that supply him. Dangote also imports and sells rice, vegetable oil, and cement. He employs over 2000 Nigerians as his workforce in his various businesses. In the 1980s, Dangote decided to move from being just a successful commodity dealer to a more rounded entrepreneur with solid investments in finance and manufacturing. Indeed, Aliko Dangote's well-known business empire has extended far and wide and it is now sweeping the continent of Africa like a typhoon. His foray into Africa easily makes him a merchant of repute who cannot be taken for granted. His investments span the entire length and breadth of the continent – Africa. Aliko Dangote is a shrewd businessman and a consummate entrepreneur. He has conquered many business sectors, bought over many faltering industries, revived many dying corporations and kept food on many family tables. His businesses continue to grow and none shows the slightest indication that it is under pressure.

Aliko Dangote, president of Dangote Group of Companies is a testimony to great success of private entrepreneurship in managing the Nigerian economy. From modest beginning in the late 1970s, he has today built a multi billion naira conglomerate. Dangote has many things going for him. The right family pedigrees, hard work, foresight and the resources to be a volume player. Born in Kano, reputed for its groundnut pyramids, to Mohammed Dangote, a business associate of Alhassan Dantata, and Hajiya Mariya Sanusi Dantata, Alhassan's grand daughter. This rich business background provided the launching pad for Dangote. He started out understudying his uncle, Sanusi Dantata before setting up his own business in the late 1970s with a loan from his uncle. Dangote moved from Kano to Lagos where he participated in the massive importation and sale of cement needed for the country's development. Having cut his business teeth here and made his seed money, Dangote has never looked back till date. From his Osborne Road office in Ikoyi, Lagos, he directs a business that has diversified from its early concentration on commodity trading into banking, agriculture manufacturing, textile and transportation.

Femi Otedola

Femi Otedola is the billionaire owner of multi-billion naira indigenous oil giant Zenon. Zenon, which is directly ran by Otedola is the dominant force in diesel business among oil marketing concerns. It supplies this all important fuel used to power the generating sets of most Nigerian industries to nearly all the major manufacturing firms in the country. These include Dangote Group, Cadbury, Coca Cola, Nigerian Breweries, MTN, Unilever, Nestle, Guinness among others. In September 2012, his name was published among the list of directors whose company was owing Asset Management Corporation of Nigeria (AMCON) N192 billion. Otedola owns one of the largest oil storage facility which he purchased for N2.8 billion. He bought hundred brand new trucks purchased for N1.3 billion to strengthen the distributive arm of his business

and acquired a massive flat bottom bunker vessel with a storage capacity of 16, 000 metric tonnes of diesel for 6.8 million dollars. Zenon owns four cargo ships. He owns Atlas Shipping Agency, Swift Insurance, FO Properties Limited, FO Transport.

Dr. Michael Adeniyi Adenuga,

He is an acclaimed entrepreneur who is a major player in critical sectors of Nigeria's economy and that of Africa, has elevated inscrutability to an art form. Like some of the companies that make up his vast business empire, Adenuga is a brand; albeit a different brand which only he alone can effectively manage. And he has successfully done that over the years, even in the face of adversity that could bury many a businessman. Unraveling the Adenuga persona is not an easy task and it is a befitting testimony to his determination to live a life driven by an inner conviction. That single determination is perhaps the greatest driving force of his enterprise. He is a fighter for a cause he passionately believes in and his never-say-die spirit has seen him triumph over many challenges in life and business. On December 25, 1991, Adenuga got a prized Christmas present for his doggedness and business acumen when his firm struck gold to become the first indigenous company to strike crude oil in commercial quantity in the country. In 2000, with his acquisition of a 60 per cent stake in the beleaguered National Oil and Chemical Company (NOCHEM), which he later renamed Conoil, Adenuga joined the downstream sector of the oil industry. His perseverance paid off when the time came to auction the license for a second national carrier. On August 26, 2002, Globacom Nigeria Limited emerged winner of the only license, which paved the way for the company to play in the telecommunication sector.

Well explained points attract 10 marks each.

WHO A BUSINESS AND THE ECONOMY REPORTER IS

The three most important necessities of life are: Food, clothing and shelter, in that order. After these basics, are a welter of other desires to make life more comfortable spawned by modern society. The provision or acquisition of these basic and other human needs entails economic activities and the media can only ignore reporting these activities to their own peril. A business and economy reporter is therefore a reporter in charge of reporting different business and economic activities in the financial institution and other business and economy sector of the country.

5 marks

b. TIPS FOR SPECIALISED REPORTER

Maintain contacts with experts in your field- These experts can come from the universities, research institutes, professional bodies, or can be chief executives and managing directors of organisations, companies and parastatals, government officials, technocrats, diplomats etc.

Keep a calendar of events in your field- This is a daily diary of the activities that will take place. For example, a reporter should know when company will hold annual general meetings (AGMs).

Define technical term that the reader or listener may not be familiar with.

Interpret data charts, graphs for readers

Build a library of reference materials on your beat. File any any newspaper, magazines and house journal articles dealing with subjects on your beat for future reference

Make sure your reports are accurate. Ensure that the figures you are quoting are correct.

Check on your contact constantly, if you cannot go there, phone them

Provide current and up-to-date information. Avoid stale and boring stories

Though you should be friendly and maintain contacts but never be too chummy as to compromise your professional integrity.

When writing your stories, write in such a way as to make readers relate and identify with the story.

Elaborate on this. The question attracts 15 marks. At least students are expected to analyse and discuss 5 points. Each point attracts 3 marks.



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TITLE OF EXAMINATION: B.Sc

COLLEGE: SCHOOL OF BUSINESS AND SOC. SCIENCE

SCHOOL: SOCIAL SCIENCE

DEPARTMENT: MASS COMMUNICATION

SESSION: 2014/2015 **SEMESTER:** OMEGA

COURSE CODE: MAC 224 **UNIT:** 2

COURSE TITLE: FEATURE WRITING

INSTRUCTION: Answer all questions in Section A and Section B. In Section C, answer question 1 and any other two questions.

TIME: 2 HOURS

SECTION A

INSTRUCTION: Answer all questions in this section.

Feature writing is _____. (a)subjective (b)less subject more objective (c)less objective more objective (d)opinion based (e) objective

A feature article should be all except (a)informative (b) more timely (c)more in-dept (d) relaxed (e) more mundane

The first step necessary in preparing for an interview is _____. (a)get information on the subject (b) conduct research (c) get brief (d) know the interviewee (e) relax with the interviewee

You establish control in an interview as a journalist by _____. (a) Demanding authority (b) doing research (c) asking attacking questions (d) asking personal questions.

Feature ideas can come from the following except. (a) seasons (b) topical issues of the day.(c) breaking news (d) unsung heroes (e) houses

SECTION B

INSTRUCTIONS: Answer all questions in this section

_____ is the most common and effective method of disseminating information and communicating with the public.

_____ is the conversation between two people or more which involves a question and answer session on issues and events.

What figure of speech is this "I can resist anything but temptation." (a)metaphor (b) paradox (c)synecdoche (d)metonymy

A Feature story covers area not covered by straight news. TRUE/FALSE

Feature is a place for feature writers to consider other angles to a story. TRUE/FALSE

SECTION C

ESSAY

Write a feature article on any of the areas listed below. (It must not be more than three pages) (20 marks)

Elections

Unemployment

Social media

Racism

NOTE: You can give your own title as long as your topic is related to any aspects in these areas listed above. Be as creative as you can.

2A Explain in detail the concept of feature writing. (2 marks)

2B. State and explain the qualities of a feature writer. (12 mark)

2C. Explain in detail the three major sources of obtaining information for feature writing. (6 marks)

3A. As a feature writer, list and explain in detail four ways you establish and maintain control in an interview. **(10 marks).**

3B. In a tabular form list and explain five differences between Feature writing and straight news writing. **(10 marks)**

4. In conducting an interview, there are three important stages involved. List these stages and explain the necessary preparations needed as a feature writer in those three stages. **(20 marks)**

COLLEGE: DEVELOPMENT STUDIES

SCHOOL: SCHOOL OF BUSINESS AND SOCIAL SCIENCES

DEPARTMENT: MASS COMMUNICATION

SESSION: 2014/2015 **SEMESTER:** OMEGA

COURE TITLE: FEATURE WRITING

COURSE CODE: MAC 224

MARKING GUIDE

(5 marks should be awarded to students who restrict feature article to 3 pages or less)

(5 marks should be awarded for elements of feature present in the article. Elements such as quotes, references to real life issues or happenings e.t.c)

(10 marks to be awarded generally for quality of article and grammar)

(5 marks for creativity in topic selected for the feature article)

2A. DEFINITION OF FEATURE

A feature article is an article that is about "softer" news. A feature may be a profile of a person who does a lot of volunteer work in the community or a preview of a movie about to hit the theatres. Like news writing, strong feature writing is simple, clear and orderly. But, unlike news stories, feature stories don't have to be written about events that just happened. Instead, they focus on human interest, mood, atmosphere, emotion, irony and humour. **(2 MARKS)**

QUALITIES OF A FEATURE WRITER (2 MARKS FOR EACH POINT)

1) Ability to find subjects that will interest the average man and woman, and to see the picturesque, romantic, and significant phases of these subjects- it is important to identify human interest in the society. This is because these subjects enable people relax especially when written in feature form. A writer must have consuming curiosity about other human beings the most intense interest in their doings and motives and thoughts.

The writer of articles must be able to recognize what at a given moment will interest the average reader. Like the reporter, also, he must know how much it will interest him. An alert, responsive attitude of mind toward everything that is going on in the world, and especially in that part of the world immediately around him, will reveal a host of subjects.

By reading newspapers, magazines, and books, as well as by intercourse with persons of various classes, a writer keeps in contact with what people are thinking and talking about, in the world at large and in his own community. In this way he finds subjects and also learns how **to connect his subjects with events and movements** of interest the country over.

2) A sympathetic understanding of the lives and interests of the persons about whom and for whom he writes – Most news stories come out accurately. However, feature is a place for feature writers to consider other angles to a story. Feature writing has created this opportunity and it takes a journalist that can understand these areas in the news in order to turn them to feature articles.

(3) Thoroughness and accuracy in gathering material- This is one of the social responsibility of the mass media to the people. This is one of the qualities all should possess as a journalist.

(4) Skill to portray and to explain clearly, accurately, and attractively- This point deals with expression through the use of word and figures of speech based on the topic of interest.

5) Ability to interpret information, facts and figures. This is necessary to ensure understanding.

(6) Training for Feature Writing- Although, a degree is not required to be a good feature writer, however it is necessary for you to go through training to acquire necessary skills.

2C (2 MARKS FOR EACH POINT) TOTAL (6)

Having decided on the topic to write about, the writer takes the next important step of seeking information relevant to the topic previously selected. He/she gets this information from the following:

Library sources

Personal observation

Interviewing other people

It is important to check previous feature articles in the media firm. This is to be sure that the feature topic you are about to write has been written before. You can also write on another aspect of the same topic area.

PERSONAL OBSERVATION

It is necessary to observe as a writing from your environment the stage of a particular topic or occurrence in the society. This means the development of the topic of interest. This development will also cover what people's reaction and opinion has been in the subject matter over time. Take note of details, credibility and note the style intended and appropriate.

Interview is the act of making enquires or validating information from other human resources for information which could be incorporated in the feature article. An interview therefore is the conversation between two people or more which involves a question and answer session on issues and events. This could be in form of

Face-to-Face

By email or

By telephone

3A. Journalists establish control during an interview in the following ways: **(2 marks for each correct and explained point).**

Through proper research: you must know your beans so that your interviewee does not take you seriously and make you embarrassed.

By asking direct questions that help meet the objectives of the interview.

3B. In a tabular form list and explain five differences between Feature writing and other noted forms of media writing. (2 marks for each point)

STRAIGHT NEWS	FEATURE ARTICLES
More timely	A little delayed
Comes a bit brief	More complete
More businesslike	More in-dept
More selective	More informative
	More relaxed
	More colourful

SECTION A

B

B

C

B

E

SECTION B

Interview

Interview

B

TRUE

TRUE



COVENANT UNIVERSITY

CANAANLAND, KM 10, IDIROKO ROAD
P.M.B 1023, OTA, OGUN STATE, NIGERIA

TITLE OF EXAMINATION: B.Sc
COLLEGE: Business & Social Sciences
SCHOOL: Social Sciences
DEPARTMENT: Mass Communication
SESSION: 2015/2016 **SEMESTER:** OMEGA
COURSE CODE: MAC226 **CREDIT UNIT:** 2
COURSE TITLE: Marketing Foundation for PR and Advertising
INSTRUCTION: Answer question 1(compulsory) and any two other questions.
TIME: 2hours

1. Integrated Marketing Communications (IMC) has evolved as a comprehensive promotional strategy utilised by 21st century organisations. Discuss with illustrations any six of the IMC tools. (30mks)
- 2.a. Examine the areas of convergence and divergence of Marketing, Public relations and Advertising. (10mks)
- 2.b. Explain with examples the two types of Marketing Public Relations (MPR). (10mks)
3. A product undergoes different stages of existence. Give a comprehensive explanation of the product life cycle. (20mks)
4. Discuss the strategies a marketer should adopt in order to effectively position his/her brand in the market place. (20mks)
5. Identify and explain with lucid examples five processes of marketing. (20mks)



MAC226 Marking Guide for Omega Semester 2015/2016 Session

1. Integrated Marketing Communications (IMC) has evolved as a comprehensive promotional strategy utilised by 21st century organisations. Discuss with illustrations any six of the IMC tools. (30mks)

Seven points were discussed, however the candidates are required to discuss only six points which will attract 5mks each, thereby making total of 30mks.

1. **Advertising:** We have defined advertising in this course as any paid form of non-personal communication about an organisation, product, service or idea by an identified sponsor. Advertising features radio and television (electronic) commercials, newspapers or magazine ads, outdoor ads in form of billboards, banners, bus sides, cab tops, etc. This is referred to as one of the oldest and dominant form of promotion for goods and services before the adoption of IMC (Obeta, 2011).
2. **Sales promotion:** This involves a mix of an array of marketing promotion programme which aims at giving the ultimate consumer an extra value or incentive for the purchase of a product or service. It also extends to the sales persons, retailers, distributors and its target is to stimulate immediate sales within a short frame of time. This mix includes: premiums, rebates, coupons, sweepstakes, tie-ins, contests, trade shows, etc.
3. **Personal selling:** This is also one the oldest forms of marketing promotion. It involves a person selling the product or service of a company directly to the customer through face-to-face approach. The persons who engage in personal selling are called sales persons, but they are usually referred to as 'marketers' in the Nigerian parlance.
4. **Public relations:** This is a corporate strategy with a marketing perspective that aims at creating and sustaining a mutually beneficial relationship between an organisation and its diverse publics. According to Obeta (2011) public relations at the corporate level focuses on non-customer goals of the company such as corporate image or issue-oriented communications, whereas marketing public relations which was discussed in details earlier focuses on PR activities designed to support the marketing function of an organisation.
5. **Direct marketing:** This is any direct communication with the prospective customer that also provides the customer the opportunity to make direct response to the marketer. This can be done through direct mails (hard copy or electronic), telephone marketing, online marketing, etc. In addition, it is not a mass marketing strategy, but a direct marketing strategy targeted at specific customers that have immense prospects.
6. **Interactive/Internet marketing:** This strategy maximises the e-commerce platform as a result of contemporary developments in information and communication technologies (ICT). This marketing strategy also makes use of the internet marketing infrastructure as one form of interactive media that also allows the audience determine the content. The advent of social media and social networking sites like Facebook, Twitter, LinkedIn,

YouTube, etc have enhanced the prospects of using internet marketing in IMC, and a lot of organisations are flowing with the tides.

7. **Sponsorship:** Sponsorship of events and activities of all sorts is a corporate strategy that gives companies the opportunity to have their names associated with the event or activity. This the companies do by providing cash or financial resources, corporate branded items, company products or services, etc. It has been observed that sponsorships have great potentials to improve and project positively the corporate image of the company. This underlies the reason for corporate sponsorship of sporting events, educational activities, cultural festivals, children fiesta, etc.

2.a. Examine the areas of convergence and divergence of Marketing, Public relations and Advertising. (10mks)

The candidates are required to examine the similarities and differences bewtween Marketing, Public relations and Advertising. Each point attracts 3mks and 1mk will be awarded for clarity of explanation, therefore giving total of 10mks.

Public Relations: Public relations was defined as ‘a corporate and marketing strategy that primarily pursues the creation and sustenance of mutually beneficial relationship between an organisation and its various publics. At corporate public relations level, it focuses on the non customer goals of a company such as corporate image or issue-oriented communications, whereas at the marketing public relations (MPR) angle, public relations activities are designed to support the marketing function of an organisation’ (Obeta, 2011, p.251). This therefore, means that there is a need to make the company’s or organisation’s sales message credible. It emphasizes the interaction between the company and the publics through a consistent and coordinated use of communications to enhance favourable perceptions and impressions towards the business activities of the company by the publics. This will encourage goodwill, patronage and support.

Advertising: Advertising was defined as non-personal communication to the target audience through a paid media which could be television, radio, newspaper, magazines, internet, billboards, etc, about a product, service, or organisation by an identified sponsor (Obeta, 2011). Advertising comes in form of radio/TV commercials and newspaper, magazine, internet and billboard advertisements.

Marketing: Marketing is not just selling and advertising, it begins long before a company conceives an idea, develop a product or service. Marketing is the homework that managers undertake to assess needs, measure their extent and intensity, and determine whether a profitable opportunity exists. Marketing continues throughout the product’s life cycle, trying to find new customers and keep current customers by improving product appeal and performance, learning from product sales results and managing repeat performance.

2.b. Explain with examples the two types of Marketing Public Relations (MPR). (10mks)

The two types of MPR are:

1. **Proactive MPR:** This type of MPR seeks avenues to influence or leverage on the firm's strengths in the market place through long-term marketing objectives and policies. In this context the marketer strives to release the company's benefits, and its products or services in order to achieve its goal(s); gain the highest possible sales or market share, which will lead to high revenue, and also build a good corporate image. According to Goldman (1984, p. xi) "This type of PR strategy is offensive rather than defensive, opportunity-seeking rather than problem-solving, and proactive rather than reactive. (5mks)
2. **Reactive MPR:** The reactive MPR is targeted at seeking solution(s) to the company's challenges which are otherwise the weakness of the organisation. Therefore, the company will want to defend itself and get rid of issues that threaten the reputation and also existence of the company, with the ultimate purpose of restoring the company's reputation, preventing market erosion, and regaining lost sales (Satawedini, n.d.). therefore, the company will definitely concern itself with what strategies to adopt to achieve results. This will include what medium or combination of media should be adopted? What event or activity should the company engage to positively re-position its image? etc. (5mks)
3. A product undergoes different stages of existence. Give a comprehensive explanation of the product life cycle. (20mks)

The product life cycle is divided into four stages:

- a. **Introduction:** This is the first stage of a product's life cycle, especially when the product is launched into the market with a full-scale promotion and marketing programme to go with it. The product has gone through idea evaluation, pilot models and test marketing. Also there is a high percentage of product failure at this stage especially if it does not find acceptance in the market. Costs of production are high, sales volume might be low, there are limited distribution, and the promotional programme embarked on at this stage is to stimulate primary demand (demand for the product type) rather than secondary demand (demand for the particular brand). (5mks)
- b. **Growth:** This is also the market acceptance stage; sales and profits rise often at a rapid rate; competitors enter the market, if the profit outlook is particularly attractive. Sellers shift to a secondary demand promotional strategy; distribution outlets increase, etc. (5mks)
- c. **Maturity:** During the first part of this period sales continue to increase but at a decreasing rate; price competition intensifies, while marginal producers are forced to drop out of the market; producer intensifies total promotional effort in an effort to fight to retain dealers and get space in their shelves in their stores; new models are introduced into the market as producers broaden their lines. (5mks)
- d. **Decline stage:** For virtually all products, obsolescence sets in as new products start their own life cycles and replace old ones. Cost control becomes increasingly critical as demand drops; advertising drops and a couple of competitors withdraw from the market. (5mks)

4. Discuss the strategies a marketer should adopt in order to effectively position his/her brand in the market place. (20mks)
 - a. Ensure you have an understanding of the role you have to play in peoples' lives, and respond adequately. In the midst of the drive for profit, do not forget to make tangible, positive contributions to better the lives of your customers. (4mks)
 - b. Learn to build on previous successes, and where a mistake has been made, ensure you make up for it. This begins with the consciousness that success is not a destination, rather a journey. (4mks)
 - c. Constantly nurture your brand to keep pace in a rapidly changing world. This also begins with the understanding that the customers are dynamic, therefore, they are insatiable. Therefore, your brand must improve in all ramifications so as to meet the demands of the sophisticated customers. (4mks)
 - d. Develop an avenue for interaction with the customers, because every individual customer matters to the success of your brand, and every interaction counts. (4mks)
 - e. Strive to earn the loyalty of your customers, it is all that matters in a highly competitive market. (4mks)

5. Identify and explain with lucid examples five processes of marketing. (20mks)

There were seven points that were highlighted in class, however the candidates will be required to identify and explain with detail examples only five.

- i. Identify and understand customer needs; the starting point of marketing is when the marketer is able to creatively identify what the customers' needs are and then strategise how they will be met. (4mks)
- ii. Develop products, services, or experiences to meet those needs. (4mks)
- iii. Price the products, services or experiences effectively. This is most times determined by the environment and purchasing power of the customers. (4mks)
- iv. Inform customers that these products, services, or experiences exist. This is where advertising comes to play. (4mks)
- v. Deliver the products, services, or experiences efficiently and conveniently to the customer. The marketer must develop a highly efficient distribution strategy that will ensure that the customer accesses the products and or services. (4mks)
- vi. Ensure customer satisfaction during and after the exchange process. This presupposes that the marketer will develop a package that will give the customer adequate warranty incase of product damage within a short period after purchase. (4mks)
- vii. Build long-term relationships with the customers. There is need for adequate customer relations, because it helps to maintain existing customers while scouting for new customers. (4mks)



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TITLE OF EXAMINATION: B. Sc

COLLEGE: BUSINESS AND SOCIAL SCIENCES

SCHOOL: SOCIAL SCIENCES

DEPARTMENT: MASS COMMUNICATION

SESSION: 2015/2016

COURSE CODE: MAC225

COURSE TITLE: INTRODUCTION TO PUBLISHING

INSTRUCTION: SECTION A is **COMPULSORY**. Answer **ONE** question from section **B**. *Write down ONLY answers to Q1b i-x inside your exam booklet.*

SEMESTER: OMEGA

CREDIT UNIT: 2

TIME: 2 HOURS

SECTION A - 50 MARKS

Q1a. Clarify who a publisher is and what publishing entails. Discuss, with reference to the personalities interviewed by your team, the challenges that currently exist in the area of publishing and suggest ways of improving the standards of publishing in Nigeria. (30MKS)

Q1b. Provide only answers here to earn 2mks for each question below.

- (i) EAN as far as legal identification of a book is concerned refers to....
- (ii) APA is an acronym for a documentation style known as....
- (iii) MLA is an acronym for a documentation style known as....
- (iv) A standard book comprises mainly front matter, back matter and....
- (v) The written work of an author in its raw form before it is processed for publication is known as....
- (vi) 'Editus' is the latin term for....
- (vii) *Substantive* editing is synonymous with....editing.
- (viii) Chafee, Z., Jr. (1962). Freedom of speech and press. In W. S. Dowden & T. N. Marsh (Eds.), *The heritage of freedom: Essays on the rights of free men* (1962). (pp. 140-156). New York: Harper. What documentation style is reflected in the above edited book chapter?
- (ix) Igbinoaba, A. (2015, April 24). Birthday Anniversary. *Daily Independent* p. 19. What type of publication is reflected in the given APA citation style?

(x) Confirm if 34-2222-617300-9 is accurate or inaccurate.

(20 MARKS)

SECTION B - 20 MARKS

Q2 (a) Give any 5 benefits of referencing publications.

b) Give any 5 benefits of copyright in publications.

(20 MARKS)

Q3. Reproduce any 20 questions raised with standard publishing houses on current issues of concern.

(20 MARKS)

Q4. State ten ways publishing is significant to national development.

(20 MARKS)

MAC225 - INTRODUCTION TO PUBLISHING - MARKING GUIDE

Q1a. A maximum of **6mks** is earned for adequate clarification of the concepts of a 'publisher' and 'publishing'. A total of **24mks** is scored for identifying and proffering plausible solutions to at least four current publishing issues, as indicated by interviewees from each student's team. A maximum of **3mks** goes to each challenge identified and a maximum of **2mks** goes to each solution offered.

Q1b. The **2mks** for each answer add up to form a total of 20mks.

(i) European Article Number

(ii) American Psychological Association

(iii) Modern Language Association

(iv) Text

(v) Manuscript

(vi) Editing

(vii) Content

(viii) APA (American Psychological Association)

(ix) Newspaper article

(x) Inaccurate (with a final answer of 65)

(50 MARKS)

Q2. **2mks** is earned for each benefit of publication referencing provided thus amounting to a maximum total of **10mks** while **2mks** is earned for each benefit of copyright in publications mentioned thus amounting to a maximum total of **10mks**.

Q3. A student scores **1mk** for each question raised around current publishing concerns, making a total of **20mks** for twenty of them.

Q4. **2mks** is earned for a properly stating each significance of publishing to national development, thus adding up to **20mks** for a total of ten (10) ways publishing is significant to national development.



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TITLE OF EXAMINATION: B. Sc

COLLEGE: BUSINESS AND SOCIAL SCIENCES

SCHOOL: SOCIAL SCIENCES

DEPARTMENT: MASS COMMUNICATION

SESSION: 2015/2016

COURSE CODE: MAC227

COURSE TITLE: SPEECH COMMUNICATION & RHETORIC

INSTRUCTION: Attempt **TWO** questions under section A. Question one is compulsory. Attempt **ALL** questions under section B. *Write down ONLY answers to questions 1-30 inside your exam booklet.*

SEMESTER: OMEGA

CREDIT UNIT: 2

TIME: 2 HOURS

SECTION A - 50 MARKS

Q1a. In no fewer than 700 words, use the **agreement-disagreement pattern** to organize your persuasive speech on **LOVE IS BLIND**. (20MKS)

Q1b. Explain five out of the eight Cs of effective communication. (10MKS)
(30 MARKS)

Q2. In no fewer than 700 words, use the **chronological pattern** to organize your informative speech on **THE SPATE OF CRISES IN THE NIGERIAN POLITY**.
(20 MARKS)

Q3. In no fewer than 700 words, do an encomium on the deceased former South African President, Nelson Mandela.
(20 MARKS)

SECTION B - PROVIDE THE CORRECT ANSWERS TO EACH QUESTION

- 1) The two main categories of rhetorical devices are.... and
- 2) The rhetorical device which is a summary of previous arguments in a forceful manner is known as....
- 3) The rhetorical device which is a series of words that begin with the same consonant or sound alike is known as....
- 4) The rhetorical device which is the arrangement of words in order of increasing importance is known as....
- 5) The rhetorical technique that refers to partially rhyming words is called....

- 6) The rhetorical technique that refers to using two terms together that normally contradict each other is called....
- 7) The rhetorical technique that refers to an extended metaphor told as an anecdote to illustrate or teach a moral lesson is called....
- 8) ...is the figure of speech used to describe asking a question not for the sake of getting an answer but for asserting something or creating a poetic effect.
- 9) ...is the figure of speech that is synonymous with the terms **prosopopoeia** and **anthropomorphism**.
- 10) ...is synonymous with **historical** phonology.
- 11) ...is synonymous with **prosodic** phonology and **non-segmental** phonology.
- 12) How many diphthongs are contained in the English Received Pronunciation?
- 13) ...communication is synonymous with **grapevine** communication.
- 14) The five classifications of obstacles in communication are _____, _____, _____, _____ and _____.
- 15) Non-verbal communication is sub-divided into_____ and _____ methods.

(20 MARKS)

MAC227 2015/2016 MARKING GUIDE

SECTION A (50 MARKS)

1a. The 20 MARK overall score will be spread across the following parameters:

Speech Topic	-	1mk
Word Limit	-	7mks
Persuasive Speech	-	2mks
Speech Pattern	-	2mks
Handwriting	-	2mks
Spelling	-	3mks
Grammar	-	2mks
Organization	-	1mk

1b. 2mks is the maximum score for proper explanation of each of the eight Cs of communication given below:

1. Content
2. Confidence
3. Carriage (or Comportment)
4. Connection
5. Control
6. Commitment
7. Communicate and
8. Credibility.

2. The 20 MARK overall score will be spread across the following parameters:

Speech Topic	-	1mk
Word Limit	-	7mks
Informative Speech	-	2mks
Speech Pattern	-	2mks
Handwriting	-	2mks
Spelling	-	3mks
Grammar	-	2mks
Organization	-	1mk

3. The 20 MARK overall score will be spread across the following parameters:

Speech Topic	-	1mk
Word Limit	-	7mks
Special-Occasion Speech	-	2mks
Speech Pattern	-	2mks
Handwriting	-	2mks
Spelling	-	3mks
Grammar	-	2mks
Organization	-	1mk

SECTION B (20 MARKS)

(1) schemes, tropes

(2) accumulation

- (3) alliteration
- (4) climax
- (5) half rhyme
- (6) oxymoron
- (7) parable
- (8) rhetorical question
- (9) personification
- (10) diachronic phonology
- (11) supra-segmental phonology
- (12) eight (8)
- (13) informal communication
- (14) physical, mechanical (external), psychological, cultural and linguistic (semantic)
- (15) visual and auditory

(30 MARKS)