

DIPLOMA PROGRAMME IN COMMUNICATION AND LANGUAGE ARTS

- a. *Objective:* The Diploma in Communication and Language Arts is a three-year programme designed to accommodate students who wish to acquire professional skills in the communication arts.

Students will be exposed to courses in:

- Advertising, Public Relations and Sales Promotion
- Print and Broadcast Journalism
- Publishing

b. *Entry Requirements*

1. Candidates must possess 5 O' Level credits at one sitting or six credits at two sittings which must include English Language.
2. Those who wish to proceed to a degree programme after obtaining their diploma must have a credit in Literature in English.
3. Mature candidates with evidence of professional experience may be granted waiver with respect to (1) above. But they must have at least 3 O'Level credits including English Language.
4. Those who wish to take any or a combination of the courses for personal or career development but do not wish to obtain a diploma may also apply. Such candidates need not satisfy the requirements in (1) above. They will be issued with appropriate certificate of participation or achievement as may apply.
5. *Interviews:* Screening of short listed candidates may be arranged if found necessary.

c. *Benchmark for proceeding between levels*

Candidates must pass at least 10 units to be allowed to proceed to the next level.

d. *Required Number of Units for Graduation*

1. Candidates must pass at least 40 units to be able to graduate.
2. In respect of (4) above a minimum of twenty units will be required for a certificate in Communication Arts (in the appropriate area as may apply). Ten of such units should be compulsory courses in related areas.

Course Distribution

Course Code	Course Title	Status	Unit
100 Level			
CD 101	Basic Reading Skills This is an introductory course that provides students with an overview of reading as a communication and language skill. It offers the basics of reading in relation to linguistics and psycholinguistics	2	C
CD 102	English for Mass Communication Introduction to the study of writing, this course introduces students to the essential skills for effective writing. It supplements	2	C

	theoretical instruction with ample exercises designed to improve students' competence in written English.		
CD 103	Public Speaking Skills This is an introductory course in public speaking. It offers theoretical instruction relating to the public speaking process and equips students with public speaking skills.	2	C
CD 104	Introduction to Human Communication Systems A course introducing students to the fundamentals of human communication. It provides students with the basic theories of human communication, levels of communication, elements of communication and the uses and importance of communication.	2	C
CD 105	Reporting and News Writing I This course offers an introductory background necessary for news gathering and reporting for the media of mass communication. It offers theoretical instructions relating to the characteristics of print and electronic media.	2	E
CD 106	Introduction to Marketing This is an introductory course in marketing communication. It provides students with basic principles of marketing as human communication. It introduces students to the concept of integrated marketing communication (IMC)	2	E
CD 107	Introductory Phonetics This course offers a background to the study of phonetics. It emphasizes the skills for effective speech production.	2	R
CD 108	Graphic Arts and Designs This course is designed to introduce students to the fundamentals of visual communication in relation to print media typography and elements of computer graphic designs and layout	2	E

CD 109	<p>Basic Computer Skills Designed to make students computer literate, it exposes students to various packages and how to use different computer programs for communication purposes</p>	2	R
200 Level			
CD 201	<p>Communication Research Methods Students will be taught methods of gathering and analyzing data from empirical and non-empirical research. Basic research methods like survey, content analysis, observation studies will be examined</p>	2	C
CD 202	<p>Introduction to Public Relations Students will learn about the evolution of public relations, the scope, functions and meaning of public relations and the interaction between organizations and publics. The course will delve into PR's role in the society, in business and industry, in government and non-governmental organizations.</p>	2	E
CD 203	<p>Reporting and News Writing II The course is a follow up to CD 104. It should expose students to the principles and techniques of reporting and news writing. They would learn how to handle different types of news events, qualities of good news copy, limitation of reporting and the role of research in news reporting.</p>	2	R
CD 204	<p>Listening Comprehension Skills The course provides an insight into this important receptive skill. It offers, through practical exercises, a demonstration of how one can develop listening skills. It provides an understanding of the nature, types and functions of listening, especially in human interaction. The course studies listening skills with the aim of equipping the students with</p>	2	C

	proficiency in note taking and other listening skills required in school and in social interactions in the workplace.		
CD 205	Introduction to Book Editing Theoretical and practical, the course is designed to familiarize students with an overview of the editorial process. The course covers types of editing and editors, manuscript development and assessment, copyediting and proofreading, and relationships between the editor and the author and people in other departments in a publishing house. The course will also address topics in text writing and evaluation	2	E
CD 206	Advertising and Sales Promotion This course examines two of the promotional techniques. The students will be exposed to background information on the techniques of advertising and sales promotion. The course will look at the roles of advertising and sales promotion, types of advertising, consumer behaviour, types of sales promotion, among other topics.	2	E
CD 207	Organizational Communication The course will introduce students to communication types in organizations, organizational structures, managing the organization environment, organizational control and conflict studies in diversity and so on.	2	E

CD 208	Basics of Photo Journalism A practical introduction to news photography featuring solid foundation in basic camera handling techniques, the procedure for printing, as well as current and emerging trends, such as the use of computer in photography, digital photography,	2	E
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	<p>photographic process and the use of standard photographic equipment and materials in the photo-laboratory. This course will teach news photography with emphasis on the importance and sensitivity of photography in connection with events, people and circumstances. The student will be taught to use photographs as a tool of communication. Emphasis will be on the practical output of the course.</p>		
CD 209	<p>Computer Skills for Mass Communication (Print, TV, AD, Book Publishing) The course provides current trends in graphics and layout through computer technology in mass communication. It also offers the use of ICT in every aspect of Mass Communication. It teaches through practice, the application of various software in TV, AD, Book Publishing, etc.</p>	2	R
CD 210	<p>Broadcasting The course will introduce the students to the demands of radio and TV production and presentation. Special attention will be given to programme types such as news, interviews, sports, features, human interest stories, magazines and so on. Practice exposure in presentation will be emphasized. The course also provides a systematic analysis of radio and TV show control room technology. Practical demonstration in studio set-up, SOP and use of studio facilities will also be carried out.</p>	2	E
300 Level			
CD 301	<p>Introduction to Broadcast Production The course will examine the demands of radio and TV production and presentation. Special attention will be given to programme types such as news,</p>	2	E

	interviewing, sports features, magazines and so on. Practical exercises in broadcast presentation will be emphasized.		
CD 302	Interpersonal and Group Communication Introduction to the theory, research and practice relating to communication within varied established interpersonal and group relationships. The various levels of interactions between friends, colleagues, family members, spouses and social networks will be considered.	2	E
CD 303	Features, Article and Documentaries The course covers the functions of the media including editorials, features, commentaries, news analysis and so on. Also, types of editorials as well as forms of writing will be identified. Differences and relationships among the types of writing will be critically analyzed.	2	E
CD 304	Business Communication The course looks into types of communication in the organization. It will involve a study of verbal and non-verbal messages in business settings. Issues like total quality management (TQM) and management of information in organization will also be given priority.	2	E
CD 305	Mass Media and Society Looks into the complex and multifaceted processes of human interactions. How the individual's role as an active member of the society affects his communicative behaviour. It will examine the ways in which sociological units, such as groups and societies in their various forms and with their various patterns, affect communication	2	R
CD 306	Introduction to Book	2	E

	<p>Production</p> <p>The course is an overview of the publishing process, issues in cover and text design and production processes/technologies including: desktop publishing (hardware and software applications), the printing process, types of printing machines, types of binding and finishing techniques.</p>		
CD 307	<p>Law and Ethics of Communication</p> <p>An overview of the laws that regulate professional communication practice in Nigeria: press laws, advertising regulations, marketing regulations, publishing regulations and so on. Methods of avoiding running foul of these laws will be looked into. Also extra-legal principles and rules of conduct pertaining to the operations of the mass media will be discussed.</p>	3	C
CD 308	<p>Communication and National Development</p> <p>Emphasis will be on communication as a means of evolving a culture of participatory development. Students will be taught how to use communication to support national projects or campaigns, whether at the grassroots or the national level.</p>	2	E
CD 309	<p>Project in Communication</p> <p>Field and/or library research on an approved topic in the area of speech, writing, mass communication, marketing communication and other related areas.</p>	3	C