



**NATIONAL BOARD FOR TECHNICAL
EDUCATION (NBTE)**

COURSE MATERIAL

FOR

**Course Code & Title: MAC 111 ENGLISH FOR
MASS MEDIA**

**Programme: NATIONAL DIPLOMA IN MASS
COMMUNICATION**

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COURSE STUDY GUIDE

i. Course Information

Course Code: MAC 111

Course Title: English for Mass Media

Credit Units: 2 Credit Units

Year of Study: One

Semester: First

ii .Course Introduction And Description

English for Mass Media (MAC 111) is a course that is designed to expose students to the fundamentals of Mass Communication with emphasis on the concept, structure and process of Mass Communication. The course is a two-credit unit course that is designed to be taken in the first semester, at the 100 level. The course is available to all students who have registered for Mass Communication programme at Kaduna Polytechnic, Kaduna, Nigeria. It is the first part of the four credit unit courses planned for an entire year. The second course which is MAC 121 will be taught in the second semester. The materials in this course guide have been developed to suit the distance and flexible learning mode.

iii Course Prerequisites

You are required to have the following to be qualified for this course.

1. UTME score
2. Five credits in O' level certificate including English and Literature in English.
3. Basic Computer Operations proficiency
4. Online interaction proficiency
5. Web 2.0 and Social media interactive skill.

iv. Course Learning Resources

Aart, B. (2011) *Oxford modern English grammar*. New York: Oxford University Press.

Adaji, E.A. & Ugwuanyi, E. (2012) *Communication in english for students*. Kaduna: Orient Press.

Nwankwo, C., Nwodo, N., Mba, P., & Ezekwesili, C. (1999) *A use of English course book*. Enugu: Praise Publishing House.

Mohammed, M.K. & Anumudu, K.U. (2020) *A handbook of english for tertiary schools*. Kaduna: Sonia.

Murphy, R. (2019) *English grammar in use*. Cambridge: Cambridge University Press

Oluikpe, B.O.A. (Eds.) (1985) *The use of English for higher education*. Nigeria: Africana First Publishing PLC.

Onjewu, M.A. (2020) *Essential English for all students*. Kaduna: Sunjo Global.

Ugwuanyi, E.N. (2016) *Communication skills in English: A companion guide for Students*. Kaduna.

v. Course Outcomes

On completion of this course the student should be able to:

1. recognize the structures that make up sentences and how these structures are correctly linked;
2. identify the punctuation marks and apply them;
3. construct good and well - ordered paragraphs;
4. Apply note taking and recording skills.

vi. Activities to Meet Course Objectives

The aim of this Course Material is to meet the objectives of the course. Hence, to complete the course, you are required to listen to the courseware, watch online videos and read set of books and other relevant materials that you may lay your hands on. The course is online, therefore, there is going to be a lot of online interaction in this class through the learning management system. Assignments and further activities shall be given individually as well as in groups. All assignments are compulsory and must be submitted at the times slated. Completion and timely submission of assignments will also serve as part of your assessment. I wish you good luck.

vii. Time (To Complete Syllabus/Course)

Duration of tutoring is 13 Weeks and you shall be expected to put in a minimum of 2-hour study time weekly.

viii. Grading Criteria and Scale

Grades will be based on the following:

Individual Assignments/Test (CA 1, 2 etc.)	20%
Practical / Projects (GCA 1, 2 etc.)	20%
Semester Examination	60%
Total	100%

ix. Grading Scale:

The unified grading system to be applied in scoring all course work, examinations, project, etc. is as stated on table below:

Marked Range	Letter Grade	Weight
Above 75	A	4.0
70 – 74	AB	3.5
65 – 69	B	3.25
60 – 64	BC	3.0
55 – 59	C	2.75
50 – 54	CD	2.5
45 – 49	D	2.25
40 – 44	E	2.0
Below 40	F	0.00

x. Feedback

Courseware based:

1. Self-assessment questions

Tutor based:

1. Discussion Forum tutor input
2. Graded Continuous assessments

Student based:

1. Online Program Assessment (Administration, Learning Resource, Deployment, and Assessment)

Please Contact NBTE for the Complete Courseware