



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

COURSE MATERIAL

FOR

**Course Code & Title: MAC 114 INTRODUCTION
TO MASS COMMUNICATION**

**Programme: NATIONAL DIPLOMA IN MASS
COMMUNICATION**

COPYRIGHT PAGE

© 2022 National Board for Technical Education. Kaduna, Nigeria

All rights reserved. No part of this publication may be reproduced in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of the Executive Secretary National Board for Technical Education, Kaduna, Nigeria.

First published 2022 in Nigeria.

ISBN: XXXXXXXXXXXX

Published and printed in Nigeria by:

Gamji Press & Publishers Ltd,

Kaduna, Nigeria.

Tel: +234 XXXXXXXXXXXXX

E-mail: XXXXXXXXXXXXX

COURSE WRITERS/DEVELOPMENT TEAM

Subject Matter Expert

Sanusi Rufai Buhari

Subject Matter Reviewer

Ahmed Balarabe Sa'id

Language Reviewer

Adamu Hassan

Instructional Designer

Dr Fatima Shehu Kabir

Graphics Designers

Jibril Jabir Abdulkadir

Ibrahim Umar Shuaibu

Abubakar Balarabe

Editor

Dr. Ajoge Naseer Sanni

Fatima Shehu Kabir

TABLE OF CONTENTS

COPYRIGHT PAGE.....	Error! Bookmark not defined.
COURSE WRITERS/DEVELOPMENT TEAM.....	iii
COURSE STUDY GUIDE	v
i. Course Information	v
ii. Course Introduction and Description	v
iii. Course Prerequisites	v
iv. Course Learning Resources.....	v
v. Course Outcomes.....	v
vi. Activities To Meet Course Objectives	vi
vii. Time (To Complete Syllabus/Course)	vi
viii. Grading Criteria and Scale.....	vi
ix. Links to Open Education Resources.....	vi
x. Course Structure and Outline	9
STUDY MODULE 1 Basic Mass Communication	12
Study Session 1	12
Study Session 2	25
Study Session 3	30
Study Session 4	44
STUDY MODULE 2 Media of Mass Communication.....	49
Study Session 1	49
Study Session 2	56
Study Session 3	60
STUDY MODULE 3 Mass Communication as a Social Force.....	64
Study Session 1	64
Study Session 2	68
Study Session 3	71
STUDY MODULE 4 Mass Communication Channels	74
Study Session 1	74
Study Session 2	77

COURSE STUDY GUIDE

i. Course Information

Course Code: Mac 114

Course Title: Introduction to Mass Communication

Credit Units: 2 Credit Units

Year of Study: one

Semester: First

ii. Course Introduction and Description

Introduction to Mass Communication is designed to expose students to the fundamental mass communication with emphasis on the concept, structure and process of Mass Communication.

iii. Course Prerequisites

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

iv. Course Learning Resources

1. Ashara, B.H, Buhari, S.R, (2020) Massmedia in Nigeria: Concept and Techniques, Cyclevend
2. Bitner., (1989). Mass Communication: An Introduction, New Jersey: Prentice Hill.

v. Course Outcomes

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

1. explain the different definition of mass communication and historical evolution of communication
2. differentiate types of communication
3. list component of communication processes;
4. describe noise as what limit or interferes to communication process;
5. explain the different barriers of communication.

6. Differentiate between types of communication models
7. Describe the relationship between the human communication process and models of communications.

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

Grading Criteria (*further details on the marking scheme/rubric for each item can be presented*)

Test (CA 1)	20%
Individual assignments/test (CA 2)	20%
Semester Examination	60%
TOTAL	100%

ix. Links to Open Education Resources

OSS Watch provides tips for selecting open source, or for procuring free or open software.

[SchoolForge](#) and [SourceForge](#) are good places to find, create, and publish open software.

SourceForge, for one, has millions of downloads each day.

[Open Source Education Foundation](#) and [Open Source Initiative](#), and other organisations like these, help disseminate knowledge.

[Creative Commons](#) has a number of open projects from [Khan](#)

[Academy](#) to [Curriki](#) where teachers and parents can find educational materials for children or learn about Creative Commons licenses. Also, they recently launched the [School of Open](#) that offers courses on the meaning, application, and impact of "openness."

Numerous open or open educational resource databases and search engines exist. Some examples include:

- [OEDb](#): over 10,000 free courses from universities as well as reviews of colleges and rankings of college degree programmes
- [Open Tapestry](#): over 100,000 open licensed online learning resources for an academic and general audience
- [OER Commons](#): over 40,000 open educational resources from elementary school through to higher education; many of the elementary, middle, and high school resources are aligned to the Common Core State Standards
- [Open Content](#): a blog, definition, and game of open source as well as a friendly search engine for open educational resources from MIT, Stanford, and other universities with subject and description listings
- [Academic Earth](#): over 1,500 video lectures from MIT, Stanford, Berkeley, Harvard, Princeton, and Yale
- [JISC](#): Joint Information Systems Committee works on behalf of UK higher education and is involved in many open resources and open projects including digitising British newspapers from 1620-1900!

Other Sources For Open Education Resources Universities

- [The University of Cambridge's](#) guide on Open Educational Resources for Teacher Education (ORBIT)
- [OpenLearn](#) from Open University in the UK **Global**
- Unesco's [searchable open database](#) is a portal to worldwide courses and research initiatives
- African Virtual University (<http://oer.avu.org/>) has numerous modules on subjects in English, French, and Portuguese

- <https://code.google.com/p/course-builder/is> Google's open source software that is designed to let anyone create online education courses
- Global Voices (<http://globalvoicesonline.org/>) is an international community of bloggers who report on blogs and citizen media from around the world, including on open source and open educational resources **Individuals** (which include OERs)
- [Librarian Chick](#): everything from books to quizzes and
- videos here, includes directories on open source and open educational resources
- [K-12 Tech Tools](#): OERs, from art to special education
- [Web 2.0: Cool Tools for Schools](#): audio and video tools
- [Web 2.0 Guru](#): animation and various collections of free open source software
- [Livebinders](#): search, create, or organise digital information binders by age, grade, or subject (why re-invent the wheel?)

<https://b-ok.africa/s/english%20language%20grammar>

Please Contact NBTE for the Complete Courseware