



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

**COURSE MATERIAL**

**FOR**

**Course Code & Title: MAC 117**

**INTRODUCTION TO BROADCASTING**

**Programme: NATIONAL DIPLOMA IN MASS  
COMMUNICATION**

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# **COURSE STUDY GUIDE**

## **i. COURSE INFORMATION**

**Course Code:** MAC 117

**Course Title:** Introduction to Broadcasting

**Credit Units:** 3 Credit Units

**Year of Study:** one

**Semester:** First

## **ii. COURSE INTRODUCTION AND DESCRIPTION**

The course is designed to introduce you to basic functions and activities involved in radio and television broadcasting. It will also expose you to the principles and practice of radio and television broadcasting.

## **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**

1. Bittner, J.R. (1989). *Mass Communication: An Introduction*, (5th ed.) New Jersey: Prentice- Hall Inc.
2. Hausman, C., Messere, F., O'Donnell, L. and Benoit, P. (2010). *Modern radio production: Production, programming, and performance*, 8<sup>th</sup>ed. Australia: Wadsworth Cengage learning.
3. Idebi (ed) (2010), *The fundamentals of radio production*. Ibadan: Impact motion Pictures and Media Konzept.

4. Idebi, S.K. (2008). Fundamentals of Radio Production. Ibadan: Impact Motion Pictures and Media Konzept Nig.
5. Onabanjo, O. (1999). Essentials of broadcast writing and production. Lagos: Gabi Concept Ltd.
6. Onabanjo, O. (2000). *Announcing and performance*. Lagos: Gabi Concept ltd.
7. Owuamalam, E.O. (2007). Radio –TV Production. Owerri: Image and Slogans Consultants Ltd.
8. Sambe, J.A. (2008). Introduction to Mass Communication Practice in Nigeria. Abuja: Spectrum Books Limited.
9. Uche, L. U. (1989). *Mass media, people and politics in Nigeria*. New Delhi: Concept Publishing Company.

## **v. ACTIVITIES TO MEET COURSE OBJECTIVES**

The Course Material is written in a simple, clear and concise manner that will assist and enable you to understand this course very well.

No late assignment submission will be entertained or accepted from you and hence, be very serious with your study. Completion and timely submission of assignments will also serve as part of your assessment. You are expected to read this course material thoroughly and understand very well. You are also expected to have software applications on your mobile phones like WhatsApp, Facebook and Instagram, a working email address and a phone number so that you can chats, interact and share ideas with each other. Please do not hesitate to contact me through my email addresses, phone numbers and social media platforms

## **vi. TIME (TO COMPLETE SYLABUS/COURSE)**

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

## **vii. GRADING CRITERIA AND SCALE**

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

Grades will be based on the following: Individual assignments/test (CA 1, 2 etc.)	20%
Group assignments (GCA 1, 2 etc.)	10%
Discussions/Quizzes/Out of class engagements etc.	10%
Semester Examination	60%
<b>TOTAL</b>	<b>100%</b>

**Grading Scale:**

A = 70-100

B = 60 – 69

C = 50 - 59

F = 0-4

**Feedback**

*Courseware based:*

1. In-text questions and answers (answers preceding references)
2. Self-assessment questions and answers (answers preceding references)

*Tutor based:*

1. Discussion Forum tutor input
2. Graded Continuous assessments

*Student based:*

1. Online programme assessment (administration, learning resource, deployment, and assessment).

***Please Contact NBTE for the Complete Courseware***