

COURSE NAME: INTRODUCTION TO PRINT AND ELECTRONIC MEDIA
COURSE CODE: MCO 1203
COURSE LEVEL: YEAR ONE: SEMESTER TWO
COURSE CREDIT UNITS: 3 CU, 45 CONTACT HOURS

COURSE JUSTIFICATION/DESCRIPTION

The course introduces the vehicles that carry mass messages i.e. Print and electronic media. It brings out the structural difference and similarities both types of media as well as the technological landmarks that have redefined print and electronic media as we have it today.

COURSE AIM

To ensure that students appreciate the history of print and electronic media and the principles and trends that have revolutionaries these media replete with challenges (local, regional or international).

COURSE LEARNING OURCOMES

By the end of the course unit students should be able to;

- Explain the importance of mass media specifically print and electronic media.
- Describe the seemingly different historicity between print and electronic media and how they each have influenced each other overtime.
- Differentiate the various mass media models and how they fit in with print and electronic media.
- Discuss the trends that have redefined print and electronic media and relate them to the future of print and electronic media
- Analyze the media business model and its implications for the operations of the media in the new century

DETAILED COURSE CONTENT

Introduction (3 hours)

Mass media (6 hours)

- Importance, primary mass media, mass media models, economics of mass media

Media trends (12 hours)

- Conglomeration, demassification, melding integration etc

Print media (9 hours)

- Books (history, types, media future)
- Newspapers (history, types, media future)
- Magazines (history, types, media future)

Electronic media (9 hours)

- Radio (history, types, media future)
- Television (history, types, media future)

- Recordings (history, types, media future)

Evaluating mass media (6 hours)

- Populist measures (quantitative)
- Elitist measures (quantitative)

TEACHING - LEARNING METHODS

- Lectures
- Reading assignments
- Documentaries

INSTRUCTIONAL MATERIALS AND / OR EQUIPMENT

- Whiteboard and Markers
- Flip Charts
- LCD Projectors
- CDs, DVDs and Tapes

COURSE ASSESSMENT

- Continuous assessments tests 20%
- Group and individual project (course work) 20%
- End of Semester Examination 60%

Total 100%

READING MATERIALS / LIST

Vivian J. (2003), the media of mass communication; 6th edition Pearson education inc2003

Allyn and Bacon, (2002, 1999, 1997, 1995, 1993, and 1991). All previous editions published under the media of mass communication,

Newspaper or magazine articles about media trends and online materials