



## COURSE COMPACT

---

<b>Faculty:</b>	Arts, Managements and Social Sciences
<b>Department:</b>	Mass Communication
<b>Programme:</b>	B.Sc. Mass Communication
<b>Course Code:</b>	MAC 114
<b>Course Title:</b>	History of Nigerian Mass Media
<b>Units:</b>	2
<b>Course Lecturer:</b>	<b>Miss. Odunayo Olajuwon</b>
<b>Semester/Session:</b>	First
<b>Session:</b>	2018/2019
<b>Location:</b>	Class Room

### A. Brief Overview of Course

The course provides a historical background to the development of the Nigerian media industry. It also surveys the roles and impact of personalities and institutions as well as regulatory instruments and institutions that have shaped the media in Nigeria from pre-independence till date.

### B. Course Objectives/Goals

At the end of this course, students are expected to:

- define the mass media and mention the types of mass media
- outline the newspapers in the pre-colonial and post-colonial era
- enumerate major contributors to the development of the mass media in Nigeria

- identify the role played by non-Nigerians in developing Nigerian mass media
- discuss how nationalists and politicians used the mass media to frustrate colonialism and pursue the emergence of a new and liberated Nigeria.

### C. Methods of Lecture Delivery/Teaching Aids

- Lecture Delivery Methods
  - Interactive classroom session
  - Individual assignments

- Lecture notes
- Teaching Aids
  - Multimedia projection

#### **D. Course Outlines**

- Modules & Details of Topics

#### **Module I: Evolution of print media**

**Week 1: Contribution of Henry Townsend:** The Establishment of *Iwe Irohin*, Brief Profile of Henry Townsend, Contents, Format, Frequency and Readership of *Iwe Irohin*.

**Week 2: Other Contributors to Media Evolution in Nigeria:** The Profile of Robert Campbell, The Birth of *Anglo-African* Newspaper (1863-1865), Role of *Anglo-African* in the Development of Nigeria Press, Partnership between Blaize and John Payne Jackson and The Death of *Weekly Times*.

**Week 3 & 4: Advancement and Major Characteristics of Earliest Newspaper:** Profile of John Payne Jackson, Formation of the Lagos *Weekly Record*, Issues that Attracted the Attention of the *Weekly Record* and Comments on the *Weekly Record*

#### **Continuous Assessment One (CA1)**

#### **Module 2: Colonial Newspaper**

**Weeks 5: The Birth of Nigerian Newspaper:** Nnamdi Azikwe and the West African Pilot: Establishment of the *West African Pilot* (1973), Editorial Policy of the *Pilot*, *Pilot* and Its Contributions, *Pilot*: Awakening Political Consciousness, *Pilot*: Features of General Interest and Obafemi Awolowo and the *Tribune*.

**Week 6: Awolowo and The Tribune:** The Life of Obafemi Awolowo, Awolowo and the Media, Awolowo and the *Tribune* and The Role of the *Nigerian Tribune*. **The Birth of the *Daily Times***, Government Ownership, X-ray of Major Highlights of *Daily Times* and Chain Ownership of the Newspaper

#### **Mid-Semester Test**

**Week 7: The Expansion in the East and the North:** *Gaskiya Tafi Kwabo* and *Citizen*, *The Comet* Newspaper (1933), *The Messenger* (1921-1926), *The Daily Service* (1933-1936), *The Dawn and Other Publications*. **The History of Magazine in Nigeria:** *Newswatch*, *The News*, *Tempo*, *Evening Newspaper*, *P.M News* and *Tell Magazine*.

## **Module II: Emergence of Radio & Television broadcast in Nigeria**

**Week 8: Wireless Broadcasting:** History of Radio Broadcasting in Nigeria and Broadcasting in Nigeria (1932-1950). The Beginning of Effective Radio Broadcasting in Nigeria

**Week 9:** The Nigerian Broadcasting Corporation (NBC): The Transformation of NBS into NTS and Regional Broadcasting.

### **Continuous Assessment Two (CA2)**

**Week 10:** History of Television in Nigeria: Television Broadcasting in Other Parts of the Country and The Nigeria Television Service (NTS)

**Week 11:** The Nigeria Television Authority and De-regulation of broadcast media in Nigeria: The Era of Private Television Stations (1992-2004),

**Week 12:** Revision

## **E. Structure of the Programme/Method of Grading**

- Continuous Assessment
    - Class test/Assignments            20% Marks
    - Mid Semester test                    10% Marks
  
  - Examination                            70% Marks
- TOTAL      100%**

## **F. Ground Rules & Regulations**

- 75% attendance is required to sit for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

## **G. Topics of Term Papers/Assignment/Student Activities**

- Semester project and class presentation

## **H. Contemporary Issues/Industry Relevance**

History of Nigerian mass media is very relevant in the context of mass media in Nigeria. It provides explicit information on the history of the mass media in Nigeria. It educates the students about the pioneering mass media, their achievement and lapses. It could also help mass media industry experts to broaden their knowledge on how to create and maintain an outstanding media outlet by considering the achievements and failure of the past mass media in the Country.

## **I. Ground Rules & Regulations**

- 75% attendance is required to seat for the examination.
- Assignments must be submitted as at when due.
- Contributions to group discussion and class work are noted.

## **J. Recommended Reading/Texts**

- Okuna, C. (1999). *Introduction to Mass Communication*. Enugu: New Generation Books.
- Daramola, I. (2017). *History and Development of Mass Media in Nigeria*. Lagos: Rothan Press Ltd.
- National Open University of Nigeria (2008). *Handbook on History of Nigerian Mass Media*: Noun Press.