Buea Institute of Technology

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DEPARTMENT OF MEDIA AND COMMUNICATION

HND JOURNALISM

COURSES OVERVIEW

FIRST YEAR: FIRST SEMESTER

1. MEC201: COMMUNICATION FUNDAMENTALS

Credits: 6, Course State: Compulsory (C)

- Introduction to communication
- What is communcation
- Types of communication
- Principles of communication
- Communication Process
- Effective communication
- Professional Communication:
  - Discovery of the graphic design
    - Fields of activity;
    - Professions;
    - Professional structures;
    - Pathways and formations.
  - Sciences of Communication
    - Points and marks of the theories and models
      - Interpersonal communication;
      - Group and Organization;
      - Media and Information;
      - New technologies; Etc.
  - Approach of the sign and of the Meaning
    - The landmarks of Semiology:
      - Semiotics (concept of sign, elements of visual semiotics, elements of semiotics of media);
      - Applications;
      - Analysis and method; etc.
  - Strategy and Communication
    - Options of Communication Strategy
      - Approach;
      - Organization;

- Context;
- Methods;
- Actors;
- Public;

- Professional Practices
  - Professional vocabulary
  - Purposes and context;
  - Approaches and methods; - techniques and materials;
  - Creativity Techniques;
  - Case studies according to the fields of intervention:
    - Design of message;
    - Design of Identity;
    - Design of edition.

2. MEC203: MASS COMMUNICATION THEORIES

Credits: 6, Course State: Compulsory (C)

- Introduction to Mass Communication theories
- Historical Perspective
- Communication Models
- **The Nature of Communication**
- Overview of Communication
- Characteristics of Communication
- Elements of Communication Process
- Forms and Context of Communication
- Concept of Mass Communication
- Functions of Mass Communication
- **Theoretical Foundation of Mass Communication**
- Perspective on Theory
- Nature and Uses of Theories
- Critical Perspective of Mass Communication

3. MEC205: JOURNALISTIC WRITING

Credits: 6, Course State: Compulsory (C)

- **Introduction to News Gathering and writing**
- **News Gathering**
  - What is News
  - Newsworthiness
  - Hard News and Soft News
  - Finding Stories and and Sources
  - Interviewing
- **Types of Journalistic Writing**
  - News:

- Sports
- Feature
- Editorial

- **Qualities of Journalistic Writing**
  - Accurate Reporting
  - Objective Reporting
  - Clear, Concise, and Colorful Writing
- Writing Leads
- Headline Quotes
- Organising the Story
- Writing Headlines
- Writing Cutlines
- **GRAMMAR:** The concept of language, language as communication vehicle,
- Parts of speech: Verbs, nouns, adjectives, prepositions, etc-Reported speech:
- Converting direct speeches to indirect speeches, treating idioms and proverbs, common errors in the use of sentences
- **VOCABULARY:** Business and technical words for special purposes (treatment of words that cut across business, technical and communication fields)
- **WRITING:** Paragraphing passages, punctuation of passages
- → Essay: more difficult topics for different essays (descriptive, narrative, prose, argumentative) on contemporary, economic business, social and political affairs. **(Practical work)**
- **Practice of Print Journalism**
- News concept
- Criteria for newsworthiness: Timeliness, proximity, conflict, prominence, human interest
- News gathering/sources
- Other factors affecting news treatment
- Types of news stories: straight news, features, news features. Opinions, editorials
- The inverted pyramid system
- **Practice of RTV Journalism**
- organizational chart of a radio/tv station
- - functions of operators in a radio/tv production.
- - members of a typical radio/tv production and their functions
- - major phases involved in programmes production
- - radio and TV production equipment
- - different programme types
- - basic terminology used in radio/tv productions
- **- Writing for ear:** Difference between news writing for print media and broadcast media. -Introduction to newsroom: structure, functions, culture; the basics of reporting; getting the news stories; tools of news gathering: hand outs, news releases, covering speeches, etc -News writing techniques (including the news

angle; 5 ws and one H; the intro; focus) -Facts and opinion; clichés; corroboration; attribution; multi-angled stories vs one angled stories;

- - **Developing the story:** beginning, middle and end; accuracy; reporting ethics: sourcing & verifying news; cross confirmation; apologies; trust building.
- **- The interview:** skills; different types; phases
- **- Features, Documentaries:** Types & Formats, Characteristics, Themes Talk shows, road shows, audience feedback, and live crosses, natural sounds, etc
- → **Practical work**
- → **Copy Editing**
- Concept of news editing
- Good copy editor, qualifications
- The skills, knowledge, resources and attitude of copy editor ones writing or another person's writing.
- Knowledge and implementation of AP Style,
- Stylebook and textbook as references.
- Acquiring skills for editing jobs editing of copies and writing of numerous headlines.
- Using of standard copy-editing symbols in corrections-
- → **Why edit**
- Looking for language
- Looking for style
- Legal implications
- Consistency and accuracy
- Writing dates and names
- Editorial policies
- Editor as the pilot
- Use of dictionary for verification
- Current Government cabinet and their actual names
- House style
- The right to insert
- → **Features and Opinion Writing**
- Nature, purpose and function of a feature article
- Difference between news and feature
- Sources of feature ideas
- Methods of organizing information/material gathered for a feature article
- Various methods of writing a feature article e.g. chronological order, anecdotal, climax, anticlimax, logical etc.
- Steps in writing a feature
- Importance of research in feature writing.
- → **Proofreading and Symbols**
- Explanation of the Symbols to
- Begin a new paragraph

- Capitalize a lowercase letter
- Use a lowercase letter
- Insert a missing word, letter, or punctuation mark Close up space
- Delete and close up
- Delete a word, letter, or punctuation mark
- Spell out CSP
- Change the order of letters or words,
- Add a period
- Add a comma
- Add a space
- Ad d a colon

  Add a semicolon
- Add a hyphen
- Add an apostrophe

  Insert quotation marks the stet in the margin let marked text stay as written.
- Words that sound the same, but have different spellings and meanings
- Capitalization.
- Hyphen and Apostrophe
- Quotation Marks and Underlining Skills in Language
- Usage reviewing the parts of speech noun.
- Pronoun verb
- Adjective
- Adverb
- Conjunction
- Interjection
- Subject-Verb Agreement
- Pronoun-Antecedent Agreement
- Dangling and Misplaced Modifiers.
- Comparative Forms of Adjectives and Adverbs
- Double Negatives
- → Clarity, Transition, and Order

  Sentence Order,
- Combining Sentences
- Paragraphing, Word Order, Transitions, Wordiness, and Sentence Variety
- Overwriting and underwriting
- → **Editorial Writing**
- Concept of editorial
- Reasons for editorials
- The editor
- The editorial board
- Editorial conference
- Issues discussed at the editorial conference

- Editorial research
- The press conference
- Difference between press conference and editorial conference
- Editorial topics and examples
- Sources of material
- Conceiving ideas
- Editorial writing principles
- The opening paragraph
- Components of the body
- Making it interesting
- Conclusion
- Difference between editorial and features/opinion
- Audience and feedback mechanism
- Letter to the editor

4. MEC207: PHOTOJOURNALISM

Credits: 6, Course State: Compulsory(C)

- Introduction to Photojournalism
- History of Photojournalism
- Photojournalism Ethics
- Photographic equipment
  - Cameras
  - Types of camera
  - Parts of the camera and their functions
  - Lens - their types and functions
  - The Role Film and the Cut Film
- Basics of Camera, Lighting & Sound
- Picture Composition
- Exposure
- Photo Editing

5. MEC209: NEWS PRODUCTION AND BROADCASTING

Credits: 6, Course State: Compulsory (C)

- Newsroom Organisation (Newspaper, Radio & TV)
- News Crew; Roles and Responsibilities
- Production Process
- News Editing
- Broadcasting
- Principles and Practice of Broadcasting
- History and Origin of Radio/TV Broadcasting
- Broadcasting as an Industry
- Basic Equipment used in Broadcasting

- Qualities of Good Broadcasting
- **Speaking:** Diction Pronunciations, public demonstrations
- → **RTV Production**
- Organizational chart of a radio/tv station
- ▪functions of operators in a radio/tv production.
- ▪ members of a typical radio/tv production and their functions
- ▪ major phases involved in programmes production
- ▪ radio and TV production equipment
- ▪ different programme types
- **The concept of news writing,**
- ▪ its impact on the ears,
- ▪ the intro, types of introductions,
- ▪ the inverted pyramid system,
- ▪ creating transitions between the intro, body and conclusion, the lead-in
- principle,
- ▪ the air time and length of scripts, practical work, (writing of broadcast copies,
- for school news cast

6. FRE101: BASIC FRENCH LANGUAGE I

Credits: 2, Course State: Required (R)

- **Etude des situations de communication**
  - Identification des facteurs de la situation de communication (émetteur, récepteur, code, canal, message, contexte) ;
  - Situation de communication et interactions verbales ;
  - Etude des éléments para verbaux (kinésique, proxémiques, mimogestuels, etc.) ;
  - Identification et manipulation des figures d'expression et de pensée (métaphores, ironie, satire, parodie, etc.).
- **Typologie des textes et recherche documentaire**
  - Lecture des textes de natures diverses (littéraires/non littéraires, image fixe/image mobile, dessin de presse, caricature, etc.);
  - Analyse des textes publicitaires et des discours (scientifiques, politiques, littéraires, etc.) ;
  - Constitution et exploitation d'une documentation et montage des dossiers;
  - Lecture des textes cultivant les valeurs morales et civiques.
- **Communication orale**
  - Réalisation d'un exposé ;
  - Réalisation d'une interview ;
  - Réponse à une interview ;
  - Présentation d'un compte-rendu oral ;
  - Résumé de texte ;
  - Réalisation d'un jeu de rôles ou d'une simulation ;

- Initiation au leadership et à la dynamique des groupes ;
- Ecoute et lecture attentive de documents sonores et/ou graphiques ;
- Lecture méthodique à l'oral.

7. ENG101: BASIC ENGLISH LANGUAGE I

Credits: 2, Course State: Required (R)

- **Vocabulary**
  - Technical and usual vocabulary of the specialty
- **Grammar**
- **Bilingual expression**
  - Understanding in interaction in Technical Discussions
  - Continuous oral communication: Show, explain, develop, summarize, account, comment;
  - Interactions oral communication
  - Haw to introduce oneself
- **Autonomous reading of "writings" of all levels**
  - Lead by a quick reading to understand the general sense;
  - Browse a text long enough to locate desired information;
  - Gather information from different parts of the document or of the different documents in order to accomplish a specific task.
- **Write clear, detailed texts**
  - Essay writing;
  - Application for employment;
  - C.V.;
  - Letter of motivation;
  - Lettre / memo writing and minutes of a meeting

8. DIL101: DIGITAL LITERACY

Credits: 4, Course State: Required (R)

- **Computer fundamentals**
  - Hardware
  - Networks and mobile devices
  - Software
  - Operating system
  - File management
  - Security and maintenance
  - Cloud computing
- **Memory Management**
  - Partitioning, paging and segmentation
  - Virtual memory
  - Page Faults
  - Address translation and page fault handling

- Memory management hardware: page table and Translation
- Memory management algorithms: fetch policy, replacement policy

- **Input / Output Management and Disk Scheduling**
  - I/O devices
  - Organization of I/O function
  - I/O buffering
  - Disk scheduling, RAID
- **File Management**
  - File systems
    - File systems interface
    - File system structures
  - Organization: files and directories
  - Secondary storage management, file systems: FAT and NTFS
  - File protection & Security
- 4. **Deadlocks**
  - Conditions for deadlocks
  - Deadlock avoidance
  - Deadlock prevention
  - Research on deadlocks
- **Multi processor systems**
  - Multicomputers
  - Virtualization
  - Distributed systems
- **Operating system security**
  - Cryptography
  - Authentication
  - Malware etc.
- **Key applications**
  - Apps and applications
  - Using Microsoft word
  - Using Microsoft Excel
  - Database concepts
  - Using Microsoft power point
- **Living online**
  - Looking at the Internet
  - Managing media literacy
  - Digital communication
  - Understanding e – mail
  - Contacts and calendaring
  - Your life online
- **Internet Services**
  - Internet and its services

- Operation of the Web
- Addressing of Web documents

FIRST YEAR: SECOND SEMESTER

1. MEC212: PUBLIC RELATIONS AND ADVERTISING PRODUCTION

Credits: 6, Course State: Compulsory (C)

- **Introduction to Advertising**
- **Advertisement:** Definition, Meaning & Concept
- Importance and Role of Advertising
- Need, nature and scope of Advertising
- Role and functions of Advertising
- History & growth of Advertising in Cameroon
- **Advertising as a social process**
- Advertising consumer welfare,
- Advertising standard of living
- Advertising & cultural values
- **Basics of PR**
- PR as distinguished from advertising, publicity and marketing
- **Public Relation:** Objectives and need
- Functions of PR, Management function
- Publics in public relations
- PR planning process and basic public relation strategies
- Crisis management by PR practitioners
- **PR Tools**
- Functions of PR department
- PR tools and techniques
- News release - seven point formula
- Press relation – principles
- Press conference, press briefing
- Press tours, get-togethers
- Importance of events in PR
- Tools of internal PR: House journal, annual report,
- Writing speech, minutes and official memo
- Ad Copywrighting
- Ad Copyediting & Proofreading
- Ad Design and Production
- Introduction to Public Relations

2. MEC214: HISTORY OF MEDIA IN CAMEROON

Credits: 6, Course State: Compulsory (C)

- History of Newspaper and Press in Cameroon
- History of Radio in Cameroon

- History of TV in Cameroon
- The Press and Politics in Cameroon
- Colonial mass media
- Their owners and philosophies
- Print mass media in the colonial days
- The post-colonial press
- The print newspaper in Africa
- The nationalist movements
- Political parties and the press
- Missionaries and the media
- The advent of radio in Cameroon
- Content and regulations
- The post independence press
- The national newspapers (Cameroon outlooks, Cameroon Times ,etc), the government and party papers
- The modern media
- Advent of technology and the media

3. MEC216: RADIO AND TV PROGRAMME WRITING AND PRODUCTION I

Credits: 6, Course State: Compulsory (C)

- Radio and TV Personnel
- Radio and TV Programme Script and Proposals
- Radio and TV Drama
- Radio and TV Documentary
- Requirements and Equipment
- Programme Coordination
- Radio and TV Copywriting
- Radio and TV News Production
- Sound Recording and Editing
- Video Recording and Editing
- How to determine the target audience for a programme.
- Factors to put into consideration in preparing production budget and give assignment on budget preparation.
- Copyright clearances, fees, unions, libel, slander, treason
- Scripting on radio/tv productions. Different types of scripts needed on radio/tv and their formats
- Preparing for a programme in the area of news
- Ethics expected of a professional broadcaster
- How resources can be mobilized for radio and Tv programme production. - How to conduct research on an event for outside broadcast coverage
- → **Writing the Programme**

- More work on the inverted pyramid system, writing the body, conclusion(kiss),the lead-in principle, the air time and length of scripts,
- **Practical work, field work and writing of broadcast copies, etc)**
- **Producing documentaries**
- Radio editorials
- Writing obituaries
- Press reviews
- Professional jargons/terminology
- → **Pracctical work**

4. MEC218: DIGITAL JOURNALISM

Credits: 6, Course State: Compulsory (C)

- The Internet
- Online Journalism
- Writing for Digital Media
  - Content Creation
  - Web Copywriting
- Blogging
  - Introduction to Wordpress
- Multimedia Storytelling
- Social Media and Journalism
- Data Journalism
- Mobile Journalism
- Digital Newsroom Management
- Audience Engagement and Analytics

9. GDP211: GRAPHIC AND MULTIMEDIA DESIGN

Credits: 6, Course State: Compulsory (C)

- **Computer graphic design**
  - Digital images
  - Bitmap images
  - Vector images
  - Characteristics of bitmap images
  - Image compression
  - Final improvements of images
  - Practicals on the creation buttons and images for the Web
  - Bitmap and vector file format
  - Document and print – out format
  - The Design Process
  - Elements & Principles of Design
  - Typography
  - Color Theory & Use

- Creating images for print & web

- **Visual language:**
  - Graphic representations
    - Pictorial symbols;
    - Graphic symbols; - verbal symbols.
  - The basic principles of the Gestalt
    - Figure/background;
    - Opening/closing;
    - Proximity;
    - Likeness; - continuity; - color.
  - Basic elements of visual language
    - Conceptual elements;
    - Visual elements;
    - Relational elements; - items practices.
  - Basic principles of visual composition
    - Balance ;
    - Pace;
    - Harmony; - emphasis; - Unit.
  - Composition as a whole
    - Patterns of composition;
    - Lines of force;
    - Strengths;
    - Angular constructions;
    - Golden Rule;
    - The laws of the third and fourth.
- **Communication plan in graphic design:**
    - Client-target;
    - The objectives of the communication;
    - Axis of communication; - communication strategy;
    - Strategy of creation.
- **Typography and layout I :**
- **Anatomy and typographical Classification:**
  - **Anatomy of a letter**
    - Wheelbase;
    - Axis;
    - Loop;
    - Body;
    - Loosed ;
    - Connecting point; - height; - the keg.
    - **Basic vocabulary**
    - Basic Terminology; - specific terminology.
    - **Typographical Classification**

- Vox classification;
- Fonts Humanes;
- Garaldes fonts;
- Reais fonts;
- Didones fonts;
- Mécanes fonts;
- Sans serif fonts;
- Fonts Incises;
- - Fonts scripts;
- Manuaires fonts;
- Fracture fonts; - Onciales fonts; - fancy fonts.

➢ **Implementation typographical Page:**

- **Introduction to the typography**
  - The fonts of characters;
  - Origin of the writing and fonts (first scriptures, appearance of the alphabet, write the Roman capital, write, roman, gothic Writing, Writing Renaissance, etc.).
  - **Evolution of the typography**
  - The families of character (fonts to serif, sans serif font, fonts, script, fonts fantasies;
  - Importance of typography in the design.
- **Typology and typographical properties**
  - The Capitals;
  - The bold and italics;
  - The condensed and the extended;
  - Size and spacing;
  - Line spacing and length of line;
  - Character plan and background.
- **The measurement systems**
  - The Anglo-American system;
  - The European system;
  - Page layout typographical.
- **Implementation typographical page**
  - Top and bottom;
  - Relationship Figure/background;
  - Static space and space assets.

➢ **Steps for the Creation:**

- **Steps for the creation: the pre production**
  - Iconographic Script: realization of the pages of trends (types of objects, materials and colors, TARGET, direct competitor and indirect).
- **Steps for the creation: the production**
  - Analysis of the sources of inspiration;

- Graphical research (sketch);
- Chromatic research (sketch);
- The final models (model);
- Production of the model and prototyping.

- **Steps for the creation: the postproduction**
  - Manufacture in workshop;
  - Commercial strategies;
  - Industrialization.

- **Image processing**
  - **Working With Adobe Photoshop**
    - Images, colours, copies
    - Improve and transform the images
    - Filters and effects, text
    - Vector drawing in photoshop
    - Saving, exportation and printing
    - RAW camera
    - Photoshop innovations
- **Colours**
  - Level of gray
  - Colour
  - True colour
  - Indexed colour
- **Image reproduction modes**
  - Matrix coding
  - Vector coding
  - Curve fractal
- **Compression and compaction**
- **Formats and standards**
  - Matrix image format
  - Vector image format
  - Web adapt format
- **Logo and Icons Realisation**
  - **Logotype**
    - How to create a logo;
    - Qualities of a logo.
    - Types of Logo.
- **Streaming:**
  - Introduction to streaming
  - Realizing streaming
  - Efficient and adapted methods used in importing web elements
  - Adopted tools
- **Introduction to Sound**

- Definition of sound
- Characteristics of sound
- Digitalization of sound
- Mono and stereo sound
- Size of a sound file
- Sound compression

➢ **Introduction to Video**

- Definition of video
- Analogue video
- Digital video
- Compression of digital video (notion on Codec)

➢ **Streaming:**

- Introduction to streaming
- Realizing streaming
- Efficient and adapted methods used in importing web elements
- Adopted tools

6. CVE102: CIVICS, ETHICS AND LAW

Credits: 4, Course State: Required (R)

➢ **Civics and Moral education**

- The citizen
- The nation
- The state
- Public goods – collective goods
- Freedoms
- Public services
- Ethical problems
- Ethics, rights and privileges
- Management and ethics of the responsibility
- Ethics and management
- Civics
- Deontology
- Moral consciousness
- The universal declaration of Human Rights
- Good governance in public services
- The importance of civics to the life of the nation
- Functions of the state and its citizens
- Deontology, Professional ethics and professionalism
- Relationship between morality, law and ethics
- Codes of ethics

➢ **Business Law**

➢ **Civil Law:**

- Definition, characteristics, branches and sources of law
- Scope of application of the law
- Dimensions of law (objective law, Subjective law)
- Legal organisation
- The right of a legal personality
- Marital status, name and address
- Disabilities
- Legal acts
- Legal facts

➢ **Labour law:**

- Definition of labour law, birth and evolution of labour law and sources
- The employment contract (conclusion, implementation and breach)
- Labour disputes (individual and collective)
- The staff delegate, Trade Unions
- Labour accidents and occupational diseases
- Health and safety at work

7. IPL102: INTERGRATION AND PROFESSIONAL LIFE

Credits: 4, Course State: Required (R)

➢ **Enterprise creation**

- Characteristics of the entrepreneur
- Opportunity recognition
- Starting a business
- Business operation

➢ **Economics and Enterprise Organization(EEO)**

- Enterprise and typology of enterprises
  - Definition of an enterprise
  - Analysis mode
  - Enterprise as a production unit
  - Enterprise as a distribution unit
  - Enterprise as a social center
  - Classification of enterprise based on the following economics criteria
    - According to economic activities
    - According to dimension
    - According to judicial criteria
- Organizational structure of an enterprise
  - Distribution of tasks and power hierarchy
    - Distribution of tasks
    - Organizational structure
    - Departmental structure
    - Site location
    - Practical structure

- Power hierarchy
    - Functional hierarchy
    - Staff and line hierarchy
- Coordination and relationships in the enterprise
- Coordination of tasks in the enterprise
- Relationships in the enterprise

- Insertion of the enterprise into the economic web
- Basic notions on the enterprise environment
- Inter – enterprise relationship
    - Competing relationship
    - Complementary relationship
- Relationship between the enterprise and other aspects of the environment.

➢ **Income earning activities**

- Commercial policies (the 4p)
- Policy of the products
- Price policy
- Distribution policy
- Communication policy

➢ **Production and processing policies**

- Production policy:
    - Production on command
    - Production in series
    - Continuous production
- Processing policy
    - Studies and research office
    - Methods office
    - Office of scheduling and launching
- Various production methods (influence of technology on production)
    - Mechanization, automation and computer assisted production (CAP)
    - Quality policies (Production control)
        - At the level of production factors
        - At the level of work advancement
        - At the level of quality
    - Work organization and evolution
        - Taylorization
        - Fordism
        - The actual form of a work organization
        - Robotization, enrichment,
- Know how to undertake
    - Steps of the creator
    - Steps of the decision maker
    - Steps of the manager

- Information system and decision system
  - Importance of information and communication to an enterprise
  - Organization of an information system:
- Data bank
- Database
- Communication networks
  - contribution of information as regards information system
  - Decision processing
  - Types of decision
  - Tools that helps in decision-making
- Decision in unquestionable future
- Decision in questionable future
- Capacities and participation in the company
  - Delegation of authority

➢ **General Economics**

- Introduction
  - Classification of economic actors
  - Economic operators
  - Relationship between economic agents: economic circuits ;
  - Basic notions on national accounting: aggregates and their circuit; products, revenue, expenses.
- Consumption
  - Demographic elements
  - The needs, the level of life, way of life.
  - Individual consumption and collective consumption
  - The demands
- Production
  - Production units, the sectors and branch activities
  - Production factors and their combinations, offers concentration
- Growth and development
  - Growth
    - Definition and measures
    - Growth factors
    - Growth and notions on neighbors
  - Development
    - Definition
    - Development criteria

➢ **The payment of the international exchanges**

- The exchange
- Formation of exchange rate
- Tests of international monetary organization and its difficulties.

➢ **Decentralization of decision making**

- **General Accounting**
  - Heritage
  - Influx at an enterprise and its registration
  - Balance sheet and results
  - law and accounting plan
  - Buying and selling
  - Expenses and products
  - Incidental expenses on buying and selling
  - Packing supplies
  - Transport
  - Classical accounting system
  - Balancing of accounts
  - Cash regulations
  - Terms regulation
  - Depreciations
  - Provisions
- **Projects Management**
  - Project Management Overview
  - Projects in the business environment
  - Projects Definition
  - Estimates
  - Project Planning
  - Project Execution
  - Project Monitoring & Control
  - Project Quality
  - Leadership in Projects
  - Projects' success & failure
  - Project Closure & Audit
  - Conclusions & Presentations

SECOND YEAR: FIRST SEMESTER

1. MEC301: MEDIA BUSINESS AND MANAGEMENT

Credits: 6, Course State: Compulsory (C)

- Media Economics
- **Introduction to media management:** basic management principles,
- Managerial skills in media production and promotion;
- Market for visual media products; market analysis and meeting the demand. Online marketing, mobsourcing.
- Media production planning: production objectives/goals;
- Mobilising human resources — production crew and cast, contracts and call sheets; Acquiring/hiring equipment and properties;
- Booking studio floor and time, mounting sets,

- Business of News
- Entreprenuerial Journalism
- Media Sales and Distribution
- Media Business Models
- Media Management and Leadership
- Media Ownership
- Media Innovation and Entrepreneurship
- Finance Management
- Media Marketing
- Budgeting: Income, Expenses, Record Keeping
- Audience Development and Engagement
- Media Production and Operations
- The media organisational chart
- The editor-in-chief and his role
- The news and the desk editors
- Responsibility of editors to media owners
- Media owners' responsibilities to editors
- The reporters and their responsibilities to editors
- Readers and their obligations etc.
- The editorial policies and their editing principles
- Media Conflicts and resolutions

2. MEC305: ADVANCED WRITING AND RESEARCH

Credits: 6, Course State: Compulsory (C)

- Introduction to Advanced Writing and Research
- Research Methods
- Writing an Academic Paper
- Writing Articles
- Writing Academic Books
- Audience Research
- Data Collection
- Data Collection Instrument Design
- Data Analysis with SPSS
- **The research:**
  - **Research Methodology**
    - Define a search field and a subject;
    - Define the object of study;
    - Chronological delimitation, geographical, typological;
    - The Problem and research questions; research hypotheses; Objectives of the research.
  - **Steps of the research**
    - Collection of data: Internet, documentation centers, field;

- Processing of data in the laboratory.

3. MEC311: ADVANCED DIGITAL JOURNALISM

Credits: 6, Course State: Compulsory (C)

- Advance Wordpress
- Virtual Reality and Journalism
- Podcasting for Journalism
- Creating Engaging YouTube Content for Journalism
- Content Marketing for Journalism
- Digital Journalism and Mobile Reporting
- Digital Ethics
- Analytics and Metrics
- Audience Engagement
- Emerging Technologies:
  - Artificial Intelligence
  - Virtual and Augmented Reality

4. MEC313: DESKTOP PUBLISHING I

Credits: 6, Course State: Compulsory (C)

- Introduction to Desktop Publishing
- Typography and Design
- Classification of Types
- Anatomy of Types
- The history of the written and printed word.
- Typographic terminology.
- Typography for print based and digital applications.
- How fonts are managed in a range of design programs.
- The functional and interpretative role of typography in producing effective visual communication.
  Creative approaches to graphic design and text based communication.
- The relationship between the form of the communication and the needs of the user.
- Type as a design element in itself.
- The use of grids to define the relationship between type and other elements within a design.
- A short history of type, the printing press and the development of letterforms, plus a broad overview of the course and course content. Introduction to Adobe in Design software.
- Creative exercise making language visible.
- Lecture, workshop, video.
- Find examples of interesting page layouts and cover designs that demonstrate what you consider to be excellent, interesting or innovative design

- The Anatomy of Type.
- Text and Typography
- Type for the Screen
- Type in Motion
- Introduction to Printing and the Print Process
- Printing Technology
- Paper & Binding
- Contemporary Publishing
- Publishing Contracts
- Editorial Process
- Legal & Ethical issues

5. MEC315: MEDIA ETHICS AND PRESS LAWS

Credits: 6, Course State: Compulsory (C)

- Media Ethics
- Press Laws
- Broadcassting Laws
- The National Communication Council
- Digital Ethics
- The law of defamation
- Definition of defamation
- Classes of defamation (slander and libel)
- Remedies/penalties for defamation
- The courts (rules and their laws on the use of communication gadgets)
- Cases (types of cases)
- What constitutes contempt?
- Trespass/invasion of Privacy
- State security and the law
- Press freedom
- Freedom of expression, Constitutional provisions, International instruments,
- Access to information laws and procedures, Protection of whistleblowers
- Rules of court reporting, Contempt of court,
- Protection of social values: Obscenity and pornography, Violence and brutality, protecting children
- The law and professional standards relating to privacy
- The protection of confidential sources
- Some international instruments affecting the media

6. MEC317: INVESTIGATIVE JOURNALISM

Credits: 6, Course State: Compulsory (C)

- Introduction to Investigative Journalism: History, Principles, and Techniques
- Finding and Developing Investigative Stories

- Interview Techniques for Investigative Journalism
- Investigative Reporting on Government and Politics
- Investigative Reporting on Business and Finance
- Investigative Reporting on Crime and Justice
- Legal and Ethical Considerations in Investigative Journalism

SECOND YEAR: SECOND SEMESTER

1. MEC302: MASS MEDIA AND SOCIETY

Credits: 6, Course State: Compulsory (C)

- Introduction to Mass Media and Society: History, Theories, and Concepts.
- Media and Democracy: Role of Mass Media in Promoting Democratic Values and Processes
- Media and Culture: Impact of Mass Media on Cultural Values, Norms, and Practices
- Media and Identity: Representation of Social Groups in Mass Media
- Development communication: Role of Media in Development
- Media and Power: Influence of Mass Media on Political and Economic Structures
- Globalization and Media: Impacts of Mass Media on Globalization Processes
- Media and Social Change: Role of Mass Media in Social Movements and Social Change
- Mission statement, editorial policy, house style, editorials
- International Communication
  - News Agency
  - - History of the news agency
  - - Examples and functions of news agencies
  - - Subscribing to agency news
  - - News agencies in the advent of technology and globalization.
  - International News and Journalism
  - International Diplomacy and Communication
- Global Media Systems: The Structure and Dynamics of Media Industries Worldwide
- International Communication and Conflict: The Role of Communication in Conflict Resolution and Management

2. MEC312: ADVERTISING AND PUBLIC RELATION CAMPAIGNS

Credits: 6, Course State: Compulsory (C)

- Introduction to Advertising and PR Campaigns
- Campaign Models
- Creative Strategy and Content Development
- Audience Analysis and Segmentation
- Media Planning and Buying
- Campaign Execution and Management

- Evaluation and Measurement of Campaign Effectiveness
- Ethical Considerations in Advertising and PR Campaigns
- Crisis Communication and Reputation Management
- Global Advertising and PR Campaigns
- **Campaign Planning**
- • Defining Campaign Planning
- • Brand versus Social Campaign
- • **Overview of Campaign Planning:** Situation Analysis, Advertising/PR Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, Measurement of Results.
- • **The Planning Cycle:** Varying Strategies in Promoting Products/Brand and Social Products
- • **Budget Setting:** Factors Determining Budget, Steps Involved, Budget Plan and Execution.
- • **Message Strategy:** What to Say (Selection of Attributes, Benefits, Motives and Appeals - Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments)
- • **Measurement of Results:** Criteria for Judging Campaign Results – Sales, Awareness, Purchase,Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing
- **Campaign Production** *(This would be a group exercise. The individual group would work like an ad agency with students representing various areas like Account Management, Media Planning Creativity, Production etc. and produce a campaign on a brand/social issue which would be judged by a panel of experts from the industry, including the _client' wherever possible).*
- **Digital Marketing**
- Concepts, Definitions, Evolution and Process
- Emerging Trends – Cloud Computing and its Impact
- Digital Marketing Platforms
- Understanding how technologies are harnessed to create new business models and platforms
- Consumer Behaviour
- Understanding Consumer Behavior : Concept,
- Understanding Online Consumer Behaviour,
- Culture, Spotting Challenges and Opportunities
- Integrated Marketing Communication
- • Understanding Integrated Marketing Communication : Concept, Definitions, Creating an Integrated Marketing Communication Plan
- • IMC components: Advertising Tools, Promotional Tools, Integration Tools, Activation Tools
- • Hybrid Marketing – Integrating Digital Marketing with Conventional Marketing
- **New Media and the Emerging Trends**

- • The Evolution of Media
- • Old Media vs. New Media
- • The New Media Land scape
- • The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society.
- • Interactivity and Active Audiences
- • Digitalization and Convergence
- • The Power of New Media
- • Hands on skills – Various Modes and Usages of Social Media.
- **PR in the age of New Media: Scope, Challenges and Opportunities**
- • Changing Trends and Leveraging the Potential of New Media
- • PR Tools of the Internet – Uses and their Online
- • Application (Online Media Relations, Online Media Releases)
- • Social Media –Platforms, Analytics and Campaigns
- • Online PR Strategies
- • Relationship Building in an Internet age – How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media
- • Building Relationship through Interactivity

3. MEC314: DESKTOP PUBLISHING II

Credits: 6, Course State: Compulsory (C)

- Design Concepts
- Design and Graphics
- Book Design and Layout
- Print and Digital Output
- Portfolio Development
- Photo Editing Techniques
- **Magazine and Newspaper Production**
- Meaning and Brief History of Newspapers and Magazines
- Classification of Newspapers and Magazines
- Mission statement, editorial policy, house style, editorials
- Function of editorial pages, opinion pages and editorial cartoons
- Newsroom personnel and organization
- Copy flow and copy editing
- The concept of gate-keeping
- Conflict of Dual mandate and business interest
- Need for photographs and cartoons in newspapers/magazines
- Photo-selection and editing.

4. MEC316: RADIO AND TV PROGRAMME WRITING AND PRODUCTION II

Credits: 6, Course State: Compulsory (C)

- Introduction to Radio and Television Directing
- Script Analysis and Interpretation
- Pre-production Planning: Techniques for Developing and Planning Radio and Television Production
- Camera Techniques
- Lighting Techniques
- Audio Techniques
- Directing Talent
  - Directing a Drama
  - Directing a Programme
  - Directing in the Newsroom
- Post-production Editing

5. MEC390: ACADEMIC PROJECT

Credits: 12, Course State: Compulsory (C)

- An 8 weeks Academic Internship (20%)
- Personal Practical Project (30%)
  - Blog Articles (10%)
  - Podcast/Radio (10%)
  - YouTube/TV (10%)
- Written Project (Long Essay) (50%)

HND JOURNALISM COURSES

FIRST YEAR: FIRST SEMESTER

SN	COURSE CODE	STATE	CREDIT VALUE	COURSE TITLE
01	MEC201	C	6	Communication Fundamentals
02	MEC203	C	6	Mass Communication Theories
03	MEC205	C	6	Journalistic Writing
04	MEC207	C	6	Photojournalism
05	MEC209	C	6	News Production and Broadcasting
06	FRE101	R	2	Basic French Language I
07	ENG101	R	2	Basic English Language I
08	DIL101	R	4	Digital Literacy
Total Credits:38				

FIRST YEAR: SECOND SEMESTER

SN	COURSE CODE	STATE	CREDIT VALUE	COURSE TITLE
01	MEC212	C	6	Public Relations and Advertising Production
02	MEC214	C	6	History Of Media In Cameroon
03	MEC216	C	6	Radio & TV Programme Writing & Production I
04	MEC218	C	6	Digital Journalism
05	GDP211	C	6	Graphic and Multimedia Design
06	CVE102	R	4	Civics, Ethics and Law
07	IPL102	R	4	Integration and Professional Life
Total Credits: 38				

SECOND YEAR: FIRST SEMESTER

SN	COURSE CODE	STATE	CREDIT VALUE	COURSE TITLE
01	MEC301	C	6	Media Business and Management
02	MEC305	C	6	Advanced Writing And Research
03	MEC311	C	6	Advanced Digital Journalism
04	MEC313	C	6	Desktop Publishing I
05	MEC315	C	6	Media Ethics And Press Laws
06	MEC317	C	6	Investigative Journalism
Total Credits: 36				

SECOND YEAR: SECOND SEMESTER

SN	COURSE CODE	STATE	CREDIT VALUE	COURSE TITLE
01	MEC302	C	6	Mass Media and Society
02	MEC312	C	6	Advertising and PR Campaigns
03	MEC314	C	6	Desktop Publishing II
04	MEC316	C	6	Radio & TV Programme Writing & Production II
05	MEC390	C	12	Academic Project II
Total Credits: 36				
General Credits to be Obtained: 148				

Date: Monday, July 17th 2023

TEGHEN Clovis MONYONGA
Dean of Studies

BUEA INSTITUTE OF TECHNOLOGY ★ BITS ★ BIT BUEA