



SCHOOL OF MANAGEMENT

BACHELOR OF ARTS IN JOURNALISM

CURRICULUM

2025 ACADEMIC YEAR

1.PROGRAMME OVERVIEW

The Bachelor of Arts in Journalism has been introduced at the University of Lilongwe in response to the shortage of professionally trained personnel in journalism. Students pursuing a Bachelor of Arts in Journalism degree at the University of Lilongwe will take advantage of an exciting blend of professional and academic journalism training. Our degree combines academic communications theory and practice with hands-on training in media writing, radio, video and online media production and media relations. A wide range of skills catered to the demands of the journalism industry are offered. With these skills, our graduates are being prepared to enter fields like international communications, media regulation and public policy, print, broadcast, and online journalism, media, and public relations.

2.PROGRAMME AIM AND OBJECTIVES

2.1 Aim

This Program aims at providing students with an updated and comprehensive understanding of the most advanced knowledge and skills in the field of Journalism.

The programme is designed to give students a thorough understanding of the fundamental principles and concepts in journalism.

2.2 Programme Objectives

The programme's main objectives are to: increase students' knowledge and proficiency in journalism; support their critical, creative and independent thinking on journalism-related issues; provide them with a foundational understanding of journalism concepts and principles; and enhance their competence in a specific area of journalism.

3. LEARNING OUTCOMES

The intended outcome of the programme is to produce graduates who should be able to:

- i. Explain communication theory, media industry, emerging media trends and digital communication theories and role in society
- ii. Explain and analyze current events, trends in their historical context, global media perspectives and digital analytics.
- iii. Describe the importance of truth, justice, accuracy and integrity; and uphold these values in one's conduct at all times
- iv. Carry out investigative reporting in the public interest
- v. Write well-researched articles for print and electronic media
- vi. Design and layout content for various media

- vii. Use digital media equipment, software, tools and platforms to create, edit and produce journalistic content
- viii. Lead and manage a team and its resources

4. THE STUDENT ENTRY QUALIFICATIONS

The programme shall admit two(2) types of students namely generic and degree completion students also referred to as advanced entry students.

4.1 Generic Entry Students

The program shall admit two groups of candidates. The first group of applicants for the four-year Bachelor of Arts in Journalism programme must hold a Malawi School Certificate of Education (MSCE) or its equivalent, with six credits, including English, earned in no more than two consecutive sittings.

4.2 BACHELOR'S DEGREE COMPLETION PROGRAMME

The second group of candidates are those who wish to complete the Bachelor of Arts in Journalism degree programme after having some prior training in related fields. Such candidates should have a recognised University Diploma in Journalism or an Advanced Diploma in a relevant field of study earned from a recognised institution. The Diploma must be at least two-years in duration. Diploma holders may be considered for entry at second or third year of the four-year programme depending on subjects covered and two years' work experience.

This Programme is designed to help those who are practicing and need their first degrees which is key to their future career and further education

5. JUSTIFICATION AND UNIQUENESS OF THE PROGRAMME

Degree Programmes in Journalism are relatively new phenomena in Malawi. The first Programme was launched at the University of Malawi, the Polytechnic in 1990s. This therefore means that there is still a big gap of trained media practitioners that needs to be filled. Because of the diverse nature of the portfolios that require journalism skills the Bachelor of Arts in Journalism is being supported by other departments in the School of Management through integration of basic concepts in the various programmes which complement each other. This integration helps students to understand, analyze and report on business and human development issues in a holistic manner. At the same time the Programme allows students to specialize in a journalistic field of their choice.

6. DEGREE PROGRAMME DURATION

As stated in Sections 3 and 4, the duration of the degree courses is for four years and two years for the degree completion students respectively. A student may, in approved cases, be exempted from certain levels or courses or both provided that the student shall have successfully completed approved or equivalent university level courses elsewhere and that the student is required to complete at least 60 percent of the courses in the Programme through the University of Lilongwe.

7. QUALITY CONTROL.

In addition to the quality control measures such as admission of students and curriculum development discussed above, other quality control measures include monitoring course coverage and use of external examiners in its assessments. External examiners will report to the Head of Department or the Dean of a School who certifies and forward them to Senate for approval. The results shall officially be released only after Senate approval.

8. BENCHMARKING

In developing the Bachelor of Arts in Journalism programme, the University of Lilongwe undertook an extensive benchmarking process to ensure that the programme aligns with both regional and international standards in journalism education. The programme was benchmarked against similar courses offered by reputable institutions, including:

- University of Malawi, The Polytechnic (now Malawi University of Business and Applied Sciences) – One of the pioneering institutions in journalism education in Malawi, whose programme served as a local benchmark for foundational journalism training and integration with other disciplines.
- Open University of Nigeria – As one of Africa's leading distance learning institutions, its journalism programme provided a valuable reference for structuring flexible learning pathways and integrating digital media skills.
- Malawi Institute of Journalism (MIJ) – MIJ's strong emphasis on practical training in radio, television, and print journalism informed the hands-on components of the University of Lilongwe's curriculum.
- African Bible College – Their communication programme, with a focus on ethics and media ministry, offered insights on the incorporation of values-based journalism education.
- Other Institutions – Further references were made to other regionally and internationally recognized universities to ensure that the University of Lilongwe's programme reflects current trends, emerging technologies, and global best practices in journalism education.

Through this benchmarking exercise, the University of Lilongwe has developed a journalism programme that is both competitive and contextually relevant, meeting the evolving needs of the media industry in Malawi and beyond.

9. MODE OF DELIVERY

Mode of delivery is through the following

- Lectures
- Tutorials
- Group Discussions
- Presentations

Two approaches are used to acquire intellectual skills. First, each module involves discussions of key issues, practice in applying theories, principles and concepts and individual feedback sessions on submitted coursework. Secondly, students are expected to source materials from a variety of sources. In addition, students are exposed to various methods of coursework presentation in a professional format in order to incarnate practical skills.

10. MODE OF COURSE OFFERING

The course of study of the Bachelor of Arts in Journalism degree shall be completed in a period of Four (4) years in the following modes: Day release, Weekend and Open and Distance Learning.

11. METHODS OF ASSESSMENT

Student performance will be assessed based on marks obtained in course work and examinations. The marks will be translated into letter grades which will further be translated into grade points (GP) as illustrated in section 2.1 on grading system below. Twenty percent (20%) of the course marks will come from course work coming from a minimum of two assignments and twenty percent will come from mid-semester examination and the remaining 60% will come from end of semester examination (exceptions from this rule will be specified in each course syllabus).

11.1 Grading system

The grading system shall comprise of five letter grades, A, B, C, D, and F. A grade of A denotes excellent or exceptional performance; B denotes superior performance; C denotes average performance; D denotes unsatisfactory performance and F denotes undoubted

failure. Grade points shall be assigned to these letter grades in accordance to the criteria shown in table 1 below.

Table 1: Assessment criteria for individual courses

Range of Marks (%)	Letter Grade for Course	Grade Point (GP)	Quality of Grade
90	A+	4.0	Excellent
86-89	A	3.7	Excellent
80-85	A-	3.3	Excellent
76-79	B+	3.0	Superior performance
70-75	B	2.8	Superior performance
66-69	B-	2.6	Superior performance
61-65	C+	2.4	Above average
56-60	C	2.2	Average
45-59	C-	2.0	Below average
30-44	D	1.0	Unsatisfactory performance (Supplementary)
0-29	F	0.0	Fail (Repeat)

Other notations shall be N for attending or auditing a course for no ‘credit’ and I for incomplete work.

11.2 Auditing a course

A grade of ‘N’ will be assigned when a student opts to audit or attend a course for no credit. Such a student shall be required to attend a minimum of 90% of all the lectures and practical or laboratory activities for the grade of N to appear in his or her transcript.

11.3 Incomplete course work

A grade of ‘I’ will be assigned to a student who has not completed some course requirements such as assignments, practical and or laboratory work. The student will be required to complete the course requirements for the grade of ‘I’ to be changed to a substantive course grade. No student will be allowed to graduate at any level in a programme with an ‘I’ grade.

11.4 Failing a course

A student shall be deemed to have failed a course if he or she obtains a grade of 'D' which represents marks between 40 and 49 percent or a grade of F which represents marks of less than 40 percent.

A student who absents himself or herself from an examination (mid-semester or end of semester) with no valid reasons will be deemed to have failed and shall get a grade of F.

A student caught cheating in an examination shall be given a grade of F

A student who fails to attend 90 percent of the lectures and practical sessions will be deemed to have failed the course regardless of the marks, letter grade or grade point obtained in that course.

11.5 Supplementary Examinations

A student who obtains a grade of 'D' in a course will be deemed to have failed that course and will be required to sit supplementary examinations. A student shall sit supplementary examinations for a maximum of two failed courses in a semester, and no student shall graduate with a failing course grade.

11.6 Repeating courses

A student who obtains a grade of 'F' or fails a supplementary examination shall repeat the course. A student shall only be allowed to write "one supplementary examination" for the same course. If he or she fails the supplementary examination, he or she shall repeat the course.

11.7 Repeating a semester

A student who obtains 'F' course grades in three courses in a semester or fails supplementary examinations in three courses in a semester shall repeat that semester.

A student who fails to attend a minimum of 90 percent of the lectures and practical sessions shall repeat the course"

11.8 Withdrawal

A student who obtains a failing grade of F in three or more courses in a semester shall be withdrawn from the programme.

A student who obtains a failing grade of F in three or more courses in a semester shall be withdrawn from the programme.

A student who fails (obtains a failing grade of F or D) in a repeated course shall be withdrawn from the programme.

11.9 Research Project Assessment

A student shall be required to complete a research project and submit a research report as a minimum requirement for the award of a baccalaureate degree at the University of Lilongwe. The research project shall be assessed on a pass or fail basis.

A student shall not be awarded a baccalaureate degree at the University of Lilongwe before completing a research project and submitting a research project report that has been assessed and approved by Senate

11.10 Programme Assessment

Student performance in a programme shall be assessed using a grade point average (GPA). A GPA is the average number of grade points earned for the semester credit hours attempted.

The semester grade point average (SGPA) shall be computed from all the credit hours attempted in a semester exclusive of credits reported as incomplete (I) or audit (N).

Cumulative grade point average (CGPA) is the average of the weighted grade points earned by a student over entire period of his/her studies to the time the assessment is being conducted.

Awards at the end of the study programme will be based on the cumulative grade point average (CGPA). Table 2 below provides the criteria for assessing student performance in a programme.

Table 2: Programme Assessment Criteria

Letter Grade for Course	Cumulative Grade Point Average (CGPA)	Quality of Grade
A+	4.0	Distinction
A	3.7	Distinction
A-	3.3	Marginal Distinction
B+	3.0	Strong Credit
B	2.8	Credit
B-	2.6	Marginal Credit
C+	2.4	Strong Pass
C	2.2	Pass
C-	2.0	Marginal Pass
D	1.0	Fail and repeat
F	0.0	Fail and Withdrawal

11.11 Repeats

A student who obtains an SGPA between 1.0 and 1.99 in a semester will be required to repeat the semester.

11.12 Withdrawal

A student who obtains an SGPA of less than 1.0 in a semester will be withdrawn from the programme

11.13 Criteria for Award of certificates at multiple exit points

Students withdrawn from their programmes in years 2, 3 and 4 may be considered for multiple exit certificates when they meet the following requirements.

A student withdrawn in second year shall be awarded a certificate in the particular programme after submitting an extended essay which meets minimum quality requirements.

A student withdrawn in third year shall be awarded a diploma in the particular programme after submitting an extended essay which meets minimum quality requirements.

A student withdrawn in fourth year shall be awarded an advanced diploma in the particular programme after submitting an extended essay which meets minimum quality requirements.

12. NUMBER OF HOURS

There are four (4) hours per week amounting to sixty (60) hours per semester per course or three (3) credit hours. Two hours per week amounting to thirty (30) hours per semester (equivalent to 2 credit hours) shall be for lectures and two hours per week amounting to thirty (30) hours per semester (equivalent to 1 credit hour) shall be for practical/tutorial sessions. Internship is an exception in that there will be no lecture hours but a total of 90 practical hours which is equivalent of 3 credit hours.

13. PROGRAMME STRUCTURE

The Bachelor of Arts in Journalism programme is divided into four parts: coursework; end of course examinations; a research project at the end of the final year of the programme; and an internship. Each students take a minimum of six (6) in semester one of year one and five (5) courses per semester thereafter except in year three (3) where they have six (6) courses in semester one. The detailed programme structure is shown in Table 3 below

Table 3: Structure of the Bachelor of Arts Degree in Journalism

YEAR ONE

SEMESTER ONE

Course Code	Course	Contact Hours			Credit Hours
		L	P	T	
BAJ 111	Introduction to Business	30	30	60	3
BAJ 112	Introduction to Corporate Communication	30	30	60	3
BAJ113	Introduction to Statistics	30	30	60	3
BAJ 114	Introduction to Journalism	30	30	60	3
BAJ 115	Introduction to Economics	30	30	60	3
BAJ 116	Writing for the Mass Media	30	30	60	3
TOTAL		180	180	360	18

YEAR ONE**SEMESTER TWO**

Course Code	Course	Contact Hours			Credit Hours
		L	P	T	
BAJ 121	Introduction to Business and Entrepreneurship	30	30	60	3
BAJ 122	Theories of Media and Mass Communication	30	30	60	3
BAJ 123	Computer Applications	30	30	60	3
BAJ 124	Introduction to Broadcast Journalism	30	30	60	3
BAJ 125	Introduction to Data Journalism	30	30	60	3
SEMESTER TOTAL		150	150	300	15
YEAR ONE TOTAL		330	330	660	330

YEAR TWO**SEMESTER ONE**

Course Code	Course	Contact Hours			Credit Hours
		L	P	T	
BAJ 211	Introduction to Radio and Television	30	30	60	3
BAJ 212	News writing and reporting	30	30	60	3
BAJ 213	Public Relations and Advertising	30	30	60	3
BAJ 214	Communication Graphics	30	30	60	3

BAJ 215	Magazine and Feature Writing	30	30	60	3
SEMESTER TOTAL		150	150	300	15

YEAR TWO

SEMESTER TWO

Course Code	Course	Contact Hours			Credit Hours
		L	P	T	
BAJ 221	Investigative Journalism	30	30	60	3
BAJ 222	Media and Society	30	30	60	3
BAJ 223	Economics and Science Reporting	30	30	60	3
BAJ 224	Editing and Design	30	30	60	3
BAJ 225	Multi-Media Web Design and Development	30	30	60	3
SEMESTER TOTAL		150	150	300	15
YEAR TWO TOTAL		300	300	600	30

YEAR THREE**SEMESTER ONE**

Course Code	Course	Contact Hours			Credit Hours
		L	P	T	
BAJ 311	Advanced Broadcast Journalism	30	30	60	3
BAJ 312	Research Methodology	30	30	60	3
BAJ 313	Editorial Writing	30	30	60	3
BAJ 314	Media and Web Development	30	30	60	3
BAJ 315	Media Law	30	30	60	3
BAJ 316	Advanced English for Academics	30	30	60	3
SEMESTER TOTAL		180	180	360	15

YEAR THREE**SEMESTER TWO**

Course Code	Course	Course Contact Hours			Credit Hours
		L	P	T	
BAJ 321	Writing , Editing and Reporting	30	30	60	3
BAJ 322	Critical Writing and Review	30	30	60	3
BAJ 323	Photojournalism	30	30	60	3
BAJ 324	Media Ethics and Issues	30	30	60	3
BAJ 325	World political systems/ international politics	30	30	60	3
SEMESTER TOTAL		150	150	300	15
YEAR THREE TOTAL		330	330	660	33

YEAR FOUR**SEMESTER ONE**

Course Code	Course	Contact Hours			Credit Hours
		L	P	T	
BAJ 411	Literature	30	30	60	3
BAJ 412	Radio Studio Production	30	30	60	3
BAJ 413	AI and Digital Communication	30	30	60	3
BAJ 414	Television Studio Production	30	30	60	3
BAJ 415	Development Communication	30	30	60	3
SEMESTER TOTAL		150	150	300	15

YEAR FOUR**SEMESTER TWO**

Course Code	Course	Contact Hours			Credit Hours
		L	P	T	
BAJ 421	Sports Journalism	30	30	60	3
BAJ 422	Science and Technology Reporting	30	30	60	3
BAJ 423	Video Production.	30	30	60	3
BAJ 424	Media Station Management	30	30	60	3
BAJ 425	Research Project	30	30	60	3
BAJ 426	Internship	0	90	90	3
TOTAL		150	240	390	18
YEAR FOUR TOTAL		300	390	690	33

14. SUSTAINABILITY OF THE PROGRAMME

While Bambino Corporation will continue to provide initial funding, it is expected that the programme will eventually receive funding from other sources. In addition to tuition fees, these sources of revenue will come from research, conferences, short courses, consultancies, material and content development, and event management. Securing funding for the programme through scholarships is an additional option.

15. ADMINISTRATION OF THE PROGRAMME

15.1 Development of the Curriculum

Several stakeholders were consulted during the curriculum development process. Experts, relevant stakeholders, other universities, the industry, and professional bodies from Malawi and elsewhere were among them

15.2 Academic Committee (Senate)

Senate is the highest academic committee and it approves all students accepted into all University of Lilongwe programs, as well as the programme and any new courses or content to be added to existing ones, as well as the examination results. The President of the University presides over the Senate, and Academic Deans, Heads of Department and the University Registrar serve as committee members.

16. CAPACITY AT THE UNIVERSITY OF LILONGWE

The Bachelor of Arts in Journalism program is administered by the Faculty of Business Management's Department of Commerce. It is delivered by academic staff who are well-trained and experienced. A detailed description of the qualifications of staff teaching courses in the programme is provided in table 4 in the section on staffing below.

16.1 STAFFING.

Table 4: Names of Staffing Teaching Courses in the Programme and their Qualifications

Name	Qualification(s)	Awarding Institution(s)	Area of Specialization	Course(s) First Semester
Mr. Hope Musukwa	Degree Award of Master of Arts in Mass Communication	ShareWorld Open University	Print Media Investigative Journalism	• Law of Journalism • Editorial writing • Magazine and Feature Writing • Investigative and Interpretative Reporting • Science and Technology Reporting
	Degree of Bachelor of Science in Mass Communication	ShareWorld Open University	Editing Investigative Journalism	

				● Economics Reporting
Mr. Blessings Nyasulu	Master of Media Studies	Malawi University of Business and Applied Sciences	Media studies	● Communication Skills for Social ● TV and Radio Programming ● Radio Studio Production ● Television Studio Production ● Media and Society ● Ethics and Media Law ● Media and Theories of Mass Communication ●
	Bachelor of Arts Degree in Mass Communication	African Bible College	Mass Communication	
Mr. Alick Maere	MA	African University	International Relations	● Language and Communication Skills for ● Introduction to Communication Graphics ● Instructional Media Design and Production ● Sports Journalism ● Advanced Video Production ● Editing and Designing ●
	BA(Journalism)	Malawi Polytechnic	Media and Newspaper Management	
Ms Jean Rejoice Chinsamba	Master of Arts in Theatre and Media Communications in Development	University of Malawi	Development Communication particularly, Radio in Development	● Introduction to Broadcasting ● Introduction to Radio and Television ● Introduction to News Writing and Reporting ● Development
	Bachelor of Arts (Theology) Degree	University of Malawi, Chancellor College	Theology (Major) double minoring Broadcasting and Journalism,	

			Public Administration	Communication and Broadcasting - Media Station Management - Writing, Editing and Reporting - Critical Writing and Review
Mr. Robert Li Makaiko	BA-Journalism	University of Lilongwe	Mass Media	- Business Communication - Communication Graphics - Introduction to Mass Communication - Introduction to Journalism
Mr. Simon Mbvundula	MA-Diplomacy and International Relations	African University of Diplomacy, Counselling and International Relations	- Diplomacy and International Relations	- Writing for Public Relations - Photojournalism - Advertising Campaign, Planning and Execution - History of Media in Malawi
	BA- Journalism	University of Malawi – The Polytechnic	Journalism	

Dr.Francis Mkandawire	PhD	CCUM	Business Management	- English for Academic Purposes - Advanced English for Academics
Mr. White Scander	Master's in Business Administration	UNIMA	M Mathematics 1 Business Mathematics Investment & Portfolio Management Quantitative Techniques	Business Mathematics
	BSc in Mathematical Science Education & Statistics	UNIMA	Mathematics	
Mr.Bob Mkandawire	MBA	Amity Institute of Higher Education	Marketing	Computer Applications

	BSc (Hons) (MIT)	Greenwich University, Uk	Business Information Management System	
Prof. Charles Masangano	PhD -MSc in Agricultural Extension Education	Michigan State University	Agricultural Extension Education	• Research Methodology • Research Projects & Seminar • Dissertation
Mayamiko Madalani	Bachelor of Business Administration (associate lecturer)	UNILIL	Business	• Introduction to Business
Priston Msiska	MSc in Economics	Center for Development Studies, Swansea University College	Development Planning & Economics	• Introduction to Economics
Alice Kadewere	Master's in Business Administration	University of Malawi- The Polytechnic	Human Resources	• Introduction to Management Theory and Practices
Mrs Cecilia Saka	MBA Bachelor of Arts	ESAMI UNIMA	Business and Entrepreneursh ip	• Introduction to Entrepreneurship

16. FACILITIES AT THE UNIVERSITY OF LILONGWE

The facilities currently available at the University of Lilongwe allow for sustainability of the programme. The facilities include enough lecture rooms, computer lab, library, offices for staff as well as ICT facilities. The University has a media laboratory specifically designed to provide opportunities to have practicals' for developing their hands-on skills. The University is also well connected to Internet Services designed to assist students in computer skills and research.

17. BACHELOR OF ARTS IN JOURNALISM

18. COURSE DESCRIPTION

This section provides a detailed description of all the courses offered in the programme

BAJ111 INTRODUCTION TO BUSINESS

The purpose of this course is to introduce students to the nature and purpose of business, as well as resource mobilization and management. The course also covers the structure and classification of businesses, the various stakeholder perspectives, the nature and purpose of businesses in terms of what they do, who they report to, and what resources they require. It also explains how the external environment presents opportunities and threats to businesses. Topics of study include; nature and purpose of business, its structure and classification, its goals, the external environment, the variables that affect production levels and scale, marketing strategies used in business, and the sources of funding for various business uses.

BAJ112 INTRODUCTION TO CORPORATE COMMUNICATION

Communication is the lifeblood of all organizations: it is the medium through which companies large and small access the vital resources they need in order to operate. It is through communication that organizations acquire the primary resources they need (such as capital, labor, and raw materials) and build up valuable stocks of secondary resources (such as “legitimacy” and “reputation”) that enable them to operate. This course helps the student not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation, and corporate branding, it illustrates how communicating with a company’s key audience depends upon all of the company’s internal and external communication.

BAJ113 STATISTICS

This course is an introduction to statistics as a field of knowledge and its scope and relevance to other disciplines of natural and social sciences. It equips and prepares students for advanced courses in the field of statistics. It also achieves the capability of critical thinking about data and its sources; have ideas about variables and their types and scale measures. In the process it enables a student to be able to calculate and interpret descriptive statistics (able to classify, tabulate, describe and display data using software).

BAJ114 INTRODUCTION TO JOURNALISM

The course aims at introducing students to theories, principles and concepts of journalism. Students are expected to apply practical theories of journalism, ethics of journalism, Law and free Speech, discuss what news is and sources of news, and apply language of news in writing news for radio and television, present news for radio and television. Enable student write Comments, opine and conduct different types of interviews, and discuss different specialist journalism

BAJ115 INTRODUCTION TO ECONOMICS

The aim of the course is to develop in students an understanding of the basic principles, concepts and techniques of economics and their appreciation to Malawi. Students will also discuss the following concepts: problem of scarcity, the concept of opportunity cost, microeconomics, normative and positive economics, explain the concept of demand, supply, elasticity in relation to different types of good and firm behavior, discuss the theory of costs, examine the consequences of externalities for the market equilibrium, explain various types of government intervention on market outcomes, explain profit- maximizing outcomes under monopoly and perfect competition in the short – and long – run and identify the differences between the two market systems. Explain the effects in government policy upon these markets. Topics include: The Nature and Scope of Economics, Demand and Supply, Theory of the firm and Factor Markets and Distribution of Income.

BAJ 116 WRITING FOR THE MASS MEDIA

The aim of this course is to equip students to understand the social institution known as the Mass Media and how they can slant their writing skills when writing for the mass media in order for it to achieve its role in society. This broad aim will be achieved by: introducing students to the basic concepts in writing for the Mass Media; highlighting how various principles of effective media writing can be achieved; and demonstrating how these can be applied for the various media.

BAJ 121 INTRODUCTION TO BUSINESS AND ENTREPRENEURSHIP

This course aims to help students identify qualities and characteristics of a successful entrepreneur; challenges and causes of failure in entrepreneurship; create an environment of entrepreneurial development; and discuss the usefulness and dangers associated with not using time efficiently

BAJ 122 THEORIES OF MEDIA AND MASS COMMUNICATION

The aim of the course is to equip students with various theories of mass communication and gives them an appreciable understanding of the conceptual perspectives, relevance and approaches for the application of the mass communication theories. Every attempt is made to introduce and review relevant theories of mass communication studies. The course content is arranged in the best possible way to ensure balance and guide the students in the world of communication theories.

BAJ 123 COMPUTER APPLICATIONS

The course intends to equip students with skills and an understanding of principles and aspects of computer applications in respect of systems, development and applications software. The students are expected to describe the parts of a modern PC and how they are configured, Demonstrate awareness of the development of Intel's family of microprocessors. explain a range of input/output devices and secondary storage systems and specify appropriate applications for them in the commercial world, Discuss the need for good file and disk management, describe how to carry out basic housekeeping in both GUI and command line environments, Identify risks inherent in the use of computers in a commercial environment, Analyze a typical PC local area network (LAN), its component parts and its relationship to other more extensive networks, Discuss the major types of processing systems, including client-server and distributed processing and Contrast different processing methods and their relationships to the various categories of software.

BAJ 124 INTRODUCTION TO BROADCAST JOURNALISM

This course aim at introducing students to the concept of broadcast journalism and the agencies concerned with the broadcast media, electromagnetic spectrum and nature of radio and television, the broadcast equipment and personnel.

BAJ 125 INTRODUCTION TO DATA JOURNALISM

The Data Journalism course aims to provide students with knowledge about what data journalism is, the techniques behind this approach, how to present the story, from the world of data –social media updates, and how this kind of journalism is impacting newsrooms and communities around the world. Newsrooms need to know how to play with data and refine stories and shape them in a compelling way.

Data Journalism teaches journalists, editors to analyze and visualize stories with discipline to touch on information and mapping, interactivity design, tools and data analysis. In this course students will be expected to report, pitch, create and produce stories working alone and in teams.

BAJ 211 INTRODUCTION TO RADIO AND TELEVISION

The course is aimed at giving students insight to radio and television also provides with basic information not only on the organization but also on the requirements of the media industry

BAJ 212 NEWS WRITING AND REPORTING

The aim of the course is to introduce students to news writing and reporting. Students are expected to explain the meanings of journalism and news, use appropriate newspaper language, discuss newspaper structure and apply different interviewing styles to gather news.

BAJ 213 PUBLIC RELATIONS AND ADVERTISING

The course aims at equipping students with knowledge and skills needed in writing for public relations and Advertising.. In addition students are expected to discuss the role of public relations in organizations, explain the relationship between public relations and advertising, the evolution of public relations and advertising. They also will be able to assess the strategic perspective of public relations and advertising, identify the types and forms of public relations and advertising, explain corporate social responsibility of an organization and develop a Research Framework.

BAJ 214 COMMUNICATION GRAPHICS

The aim of this course is to acquaint students with knowledge on text and graphics and how to edit them fit for communication. The course is technical in nature, and has major and minor things students need to know about sub editing, especially with graphics. The course presupposes that students may have read about sub editing in the area of copy preparation but probably not much about how graphics are edited for meaningful communication. Topics include: Graphic features of communication, Typography, Text Editing, Graphics and Communication, Image Editing, Captions, Layout and Design.

BAJ 215 MAGAZINE AND FEATURE WRITING

The course aims at equipping students with knowledge and skills of magazine and feature writing. In addition students will discuss the history and development of a magazine and magazine journalism, produce a magazine, explain the creation, development and management of magazines, discuss the business of magazine in terms of distribution, revenues and finances, promote online Magazines and discuss legal issues related to the media.

BAJ 221 INVESTIGATIVE JOURNALISM

This course is basically about the process of investigating news-worthy occurrences within the society with the aim of not only informing but also bringing about a change for the better. As a journalist, the need to tell the story is just the beginning. There is also the need to interpret the news to enable the society to understand the implications of the event to their lives and their future. This course outlines these factors as well as the process of developing such reports and the ethical issues to consider in news reporting.

BAJ 222 MEDIA AND SOCIETY

This course is aimed at giving the meaning of communication and its process to the society, the mass media, and functions of the mass media and theories of the press. Concepts like press freedom, press censorship, society and culture would also be examined in the course.

BAJ 223 ECONOMICS AND SCIENCE REPORTING

The course examines the meaning of economic and science reporting, types of economic reports, establishing good journalistic practices. The course also examines the capital market, money markets, the Malawi Financial System and its various functions. In order to fully understand this course, it is advised that students keep in touch with economic stories both in traditional media and the new media.

BAJ 224 EDITING AND DESIGN

The course aims at introducing students to theories, principles and concepts of editing and design. It is further expected that students will be able to identify basic parts of a speech and different publication styles, discuss different newspaper and magazine designs, discuss ways of dealing with pictures and other graphic materials, analyze different publication styles and edit text for the web. Topics of Study include: Text and Text Editing, Publication Style, Design and Typography, Dealing with pictures and other graphic materials, Newspaper Design, Magazine Design, and Editing Text for the Web and Designing for the web.

BAJ 225 MULTIMEDIA WEB DESIGN AND DEVELOPMENT

This is a Website Designing course that enables learners to use all the essential designing and

programming tools required to do the job efficiently. It enables students to have the ability to create multimedia platforms. The curriculum is a blend of various themes, software application and tools.

BAJ 311 ADVANCED BROADCASTING

This course is developed in order to make students understand how to write for radio and television Broadcast, conduct interviews for broadcast on the radio and television, present different news programmes on the radio and television, present news on the radio and television and also array out interviews for the radio and television. It builds on Introduction to Broadcasting.

BAJ 312 RESEARCH METHODOLOGY

The course intends to equip students with knowledge and skills in research methodology so as to conduct research and present ideas in a coherent way. In addition, students will be expected to discuss qualitative and quantitative research methods in management, design a research, present both quantitative and qualitative research findings, explain the use of research in policy making in business environment, discuss basic vocabulary, concepts and methods of business and management research, synthesize research literature that improves management and business decision making process and plan a research study that improves management and business decision making process. Topics include Introduction to Research Methodology, Research Process, Writing the Research Proposal, Types of Survey, Sampling Techniques, Significance and Data Sources.

BAJ 313 EDITORIAL WRITING

The aim of this course is to expose students to the basic concepts in opinion writing, both from the corporate and individual points of view. The meaning, structure, types and functions of the editorial will be examined along with creative essentials of editorial writing. The course will assist students to appreciate the major differences between an editorial and other forms of writing. It will equip the students to have a better understanding of the power of public opinion and how to use the same for editorial purposes. The course will also nurture the students to understand the agenda setting functions of the press and appreciate the power of information in the marketplace of ideas. Such understanding will enable the students to know why the mass media are often referred to as the court of public

opinion. This course will also empower the students in writing effective broadcast commentaries.

BAJ 314 Digital Media and Web Development

The aim is to teach the technologies and techniques involved in designing and developing websites, web applications, user experiences and digital content necessary to capture an audience in our increasingly mobile world. The students are prepared for a variety of positions as web developers, user experience developers and digital media specialists.

BAJ 315 Media Law

To equip students with knowledge of principles and aspects of media Laws that will enable them make sound and informed judgments in the legal environment in which media functions. It will also equip them with ammunition to repel lawsuits that might come against them in the course of practicing their trade.

BAJ316 ADVANCED ENGLISH FOR ACADEMIC PURPOSES

This remedial course aims at assisting students; particularly the degree completion students have an in-depth understanding of academic writing. In addition the students will get an in-depth understanding of arguments in essay writing, write very good essays, use appropriate referencing styles, present arguments using fallacies and use well-articulated English for both written and spoken forms.

BAJ 321 WRITING, EDITING AND REPORTING

The course aims at enhancing students' knowledge and skills in writing, editing and reporting. Additionally the course will help students to explain meanings of journalism and news, use appropriate newspaper language, discuss newspaper structure and apply different interviewing styles to gather news.

BAJ 322 CRITICAL WRITING AND REVIEW

The overall aim of this course is to expose students to the basic theories and concepts in journalistic criticism as a means of giving guidance in reporting and criticising the arts. The meaning, structure, components and functions of criticism will be treated along with creative essentials of critical writing. This course will also assist students to appreciate the major differences between a review and critical article and their similarities with other forms of writing.

BAJ 323 PHOTOJOURNALISM

The course aims at enhancing students' skills in Photojournalism. It treats all the fundamental principles of writing and reporting in pictures for the mass media. Although particular attention is given to the practice of journalism in Malawi, the basic principles still retain their universal meanings.

BAJ 324

MEDIA ETHICS AND ISSUES

This course will address the principal ethical issues facing journalism, advertising, entertainment media, and online content. It will examine the moral obligations of the producers as well as the responsibilities borne by consumers. The course will provide an overview of the applicable ethical principles and philosophies, then apply these to present-day cases in the media through case studies. Finally, students will learn to critically engage with the content to analyse for themselves the ethical issues that are present in the production and consumption of the media on an individual and societal level.

BAJ 325 WORLD POLITICAL SYSTEMS/ INTERNATIONAL POLITICS

This course introduces students to the theories and methods of comparative analysis, the diversity of different political systems across the world, the formal and informal features of political actors, Institutions, cultures and economies, while drawing upon a wide number of case study countries.

It will enable a student to understand the importance and utility of the comparative method in political science, be able to apply different theoretical frameworks and analytical toolkits to case study countries, compare and contrast the distinctive features of different political systems, evaluate and explain the development of political actors, institutions, cultures and economies, and reflect critically on the strengths and weaknesses of comparative analysis .

BAJ 411

LITERATURE

The aims are to help a student to understand the concept of literature and literary criticism. These broad aims will be achieved by introducing a student to the study of literature and literary criticism. It will also help students get familiar with the unique characteristics of literature and literary criticism. It will acquainting a learner with the unique procedure that will enable you read, appreciates and analyze literary texts

BAJ 412

RADIO STUDIO PRODUCTION

The course aims at enhancing students' skills of radio studio production. Students will be able to use radio studio equipment for broadcasting, recording and editing radio news. They

will also be able to identify elements of radio news and decide priorities and item lengths for the bulletin, Topics include News and News Values, The Bulletin, radio studio equipment, Radio Technologies, Research and Career Development and Employability.

BAJ 413 AI AND DIGITAL COMMUNICATION

This course aims to introduce students to the theory, practice and techniques of artificial intelligence (AI) and its applications to the media and communication industries. Students are expected to understand the basic principles of AI and how it is changing the media and the communication process. The AI applications that students will study include data-driven digital marketing, toys and gaming, AI and multimedia production, automatic customer service, computational news production, machine learning, recommender systems and search engines.

Students will also explore such issues as fake news, algorithm-confounded audience polarization, privacy protection, surveillance society, dampening of news professionalism and widening digital divides. By reflecting on these controversial issues, students are expected to develop an interdisciplinary and critical perspective that helps them make sense of AI's social, cultural, and political implications in both global and local contexts.

BAJ 414 TELEVISION STUDIO PRODUCTION

The course aims at enhancing students' skills of Television Studio Production. In addition the course will help students to acquire knowledge on new technologies in television production, select the right location for pictures and other visual materials, create a sound image or soundscape, learn on various television studio setups and props for the multi skilled and multi-platform journalism.

BAJ 415 DEVELOPMENT COMMUNICATION

This course aims at introducing students to the basic elements of development communication, broadcasting and the role of the media in communication thus equipping students with foundational knowledge and skills involved in development communication task.

BAJ 421 SPORTS JOURNALISM

The course aims at equipping students with knowledge and skills for Sports journalism. Students are also expected to organize a Sports departments and sports journalists; explain the history of sports journalism and its social impact; apply appropriate journalism Ethics in sport; cover sporting events on the radio and television; and identify major and minor international sports institutions.

BAJ 422 SCIENCE AND TECHNOLOGY REPORTING

The main aim of this course is to introduce students to the fundamental principles, techniques and practice of science and technology reporting. It seeks to acquaint them with the requisite skills to report this special genre of journalism in view of the peculiarities and technicalities involved in science and technology and its increasing importance in the contemporary society

BAJ 423 VIDEO PRODUCTION

The aim of this course is to provide an introduction to the theory, terminology, and operation of single camera film and video production, including composition and editing techniques, camera operation, portable lighting, video recorder operation, audio control in the single and double-sound systems, film stock and digital video formats and editing. It also provides the aesthetics and fundamentals of scripting, producing, and directing on location, incorporating multimedia, and postproduction for Hollywood film, broadcasting, and cable or business media. Real time studio work in coordination with control room use is stressed. Special effects including live Chroma-key, wipes, and digital video effects are available. An introduction to nonlinear digital video editing is provided.

BAJ 424 MEDIA STATION MANAGEMENT

The course aims at empowering the beginner or prospective professional in the field of broadcast media with knowledge of activities involved in media station management and operations. It exposes the student to the nature, processes, and logistics involved in station management and operations.

BAJ 425 RESEARCH PROJECT

The aim of the course is to explore a particular topic in depth while allowing the student to develop skills in the collection and appraisal of data, rigorous analysis and the coherent presentation of ideas. In addition the course will help students to identify a topic, develop an acceptable project proposal and develop a project report. Topics include Research Design and Plan, Writing the research project proposal, Data Collection, Analyzing and interpreting findings, Report writing, Editing and submitting the research project.

BAJ 426 INTERNSHIP

Students are required to undertake an internship program approved by the Head of Department. A faculty supervises the student intern. The primary goal of the internship is to provide a student with real-life on-the-job exposure and an opportunity to apply

theoretical concepts in real life situations. Student's interest and intended area of concentration are taken into account while making internship placement decisions.

A student must obtain a 'Pass' grade in the internship. Failure to obtain passing will call for a retake of the internship program. Such retake may be allowed at most only once. The normal duration of the internship is 6 to 8 weeks, and it is undertaken during the summer after completing course work. The students must submit the internship report to the host institution and the University.

COURSES PER YEAR AND SEMESTER

FIRST YEAR

SEMESTER ONE

1) Program	Bachelor of Arts in Journalism
2) Course	Introduction to Business
3) Code	BAJ 111
4) Year	One
5) Presented to	Senate
6) Presented by	Faculty of Business Studies
7) Contact hours	2x1 hours per week
8) Tutorial	2X1 hours per week
9) Method of Assessment	60% Examinations
	40% Course work (Assignments)

10) Course Aim

To introduce students to the nature and purpose of business resource mobilization and management.

11) Course Outcomes

By the end of the course students should be able to:

- describe the nature and purpose of business in terms of businesses functions
- identify the structure and classification of business
- assess the different reasons why businesses exist
- illustrate the different stakeholder perspectives in business
- explain how the external environment creates opportunities and threats for a business
- discuss factors that influence production and marketing in a business

12) Topics of Study

I. Nature and Purpose of Business

(a) Needs of different Stakeholders in a Business

- i. Shareholders,
- ii. Customers,
- iii. Employees,
- iv. Management,
- v. Suppliers,
- vi. Creditors and government

(b) Inputs required by a business

- i. Labour,
- ii. Suppliers,
- iii. Finance,
- iv. Land,
- v. Management skills

(c) Accountability

- i. Shareholders
- ii. Other Stakeholders

II. Structure and Classification of Business

(a) Classification of businesses by sector

- i. Primary
- ii. Secondary
- iii. Tertiary

(b) . Legal structures

- i. Sole trader,
- ii. Partnership,
- iii. Franchise,
- iv. Private Limited Company,
- v. Public Limited Company
- vi. Trust

(c) The Private Sector and the Public Sector

III. Business Objectives

(a) Meanings of Terms

- i. Corporate Aims

- ii. Corporate Objectives
- iii. Corporate Strategy
- iv. Accounting Terms and Statements

(b) Objectives through the Life of Business

- i. Survival
- ii. Break-even
- iii. Growth
- iv. Profit maximization
- v. Market share
- vi. Diversification

(c) Objectives of the various stakeholders

- i. Shareholders,
- ii. Customers,
- iii. Employees,
- iv. Management,
- v. Suppliers,
- vi. Creditors and government

IV. External Environment

(a) Changes in external factors

- i. Interest rates
- ii. Exchange rates
- iii. Inflation
- iv. Unemployment
- v. Government legislation
- vi. Technology

(b) PEST (political, economic, social and technological influences)
Analysis

(c) Other Influences on Business Activity

- i. Environmental
- ii. Cultural
- iii. Moral and ethical

V. Factors that Influence the Scale of Production

(a) Scale of Production

- (b) Location of Business

VI. Quality and Stock Levels in Production

- (a) Achieving Quality
- (b) Self- checking versus Inspection
- (c) TQM (Total Quality Management)
- (d) Benchmarking
- (e) Continuous Improvement (Kaizen)
- (f) JIT (Just- In- Time) System of Stock Management

VII. Marketing in Business

- (a) Marketing Process
- (b) Marketing Strategy
- (c) Market Research
- (d) Market for Product
- (e) Marketing Plan
- (f) Market Mix
- (g) Niche Market
- (h) Mass Market

VIII. Sources of Finance for Different Business Purposes

- (a) Short- term
- (b) Medium -term
- (c) Long- term
- (d) Overdraft for temporary expansion of stock levels
- (e) Relative benefits and drawbacks of each type of finance

13) Prescribed Texts

Madura, J. (2007). *Introduction to Business: 4th Edition*. New York: Thomson South-Western.

DesJardins, J. (2009). *Introduction to Business Ethics: Fourth Edition*. New York: McGraw-Hill,

Laura, D., (2009) *Introduction to Business*. London: McGraw Hill.

14) Recommended Readings

Rugman, A., (2012) *Introduction to Business*. London: 6th Edition Financial Times Prentice Hall.

Griffin, R.P., (2009) *Introduction to Business*. New York: Pearson Education.

Michael, R., (2012) *Introduction to Business*. London: John Wesley and Sons.

Hill, C., (2010) *Introduction to Business*. London: McGraw Hill Higher Education

1) Program	Bachelor of Arts in Journalism
2) Course	Introduction to Corporate Communication
3) Code	BAJ 112
4) Year	One
5) Presented to	Senate
6) Presented by	Faculty of Business Studies
7) Contact hours	2x1 hours per week
8) Tutorial	2X1 hours per week
9) Method of Assessment	60% Examinations 40% Course work (Assignments)

10. Course Aim

To equip students with basic concepts of corporate communication processes in a business environment.

11. Course Outcomes

By the end of this course student should be able to:

- a) Explain the concepts and evolution of corporate communication in the context of organisations
- b) discuss the role and scope of CC in corporate brand management and image factors
- c) review media especially the trade media and its relevance to the practice of CC

12. Topics of study

I. Understanding Organisational Communication]

- (a) Defining structure of an organisation
- (b) Various kinds of organisations
- (c) Management hierarchy
- (d) Various kinds of communication in an organisation
- (e) Role and scope of corporate communication
- (f) Interface of corporate communication department with various management disciplines

II. Understanding Corporate Communication

- (a) Definitions, concept and genesis of CC
- (b) Difference and similarities between PR and CC
- (c) CC and public affairs, CC and corporate affairs
- (d) Publics in CC - Financial publics, media, opinion makers, government, elected representatives
- (e) Present state of CC
- (f) Organising corporate communication activities
- (g) Areas of strategic thinking in corporate communication
- (h) Ethics and laws in corporate communication

III. Corporate Communication Tools

- (a) Lobbying
- (b) Sponsorship
- (c) Financial communication
- (d) Corporate reputation
- (e) Corporate identity
- (f) Media mileage

IV. Financial Communication

- (a) Defining financial communication
- (b) Growth and role of financial communication in present context
- (c) Overview of Indian financial system
- (d) Capital market – stock exchanges, SEBI- functioning and mandate
- (e) Financial institutions
- (f) financial products (bonds, debentures, shares, esops et al)
- (g) Legal and ethical aspects in financial communication
- (h) Financial communication campaigns

13) Prescribed Texts

Guffey, M.E & Loewy, D (2016). *Essentials of Business Communication*. New York: CENGAGE Learning.

Oliver, S.M, (2004) *Handbook of Corporate Communication and Public Relations: Pure and Applied*. London: Routledge.

Cornelissen, J (2014). *Corporate Communication: A Guide to Theory and Practice: Fourth Edition*. London: SAGE Publications Ltd.

1)	Program	Bachelor of Arts in Journalism
2)	Course	Statistics
3)	Code	BAJ 113
4)	Year	Two
5)	Presented to	Senate

6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

- To have introduction of statistics as a field of knowledge and its scope and relevance to other disciplines of natural and social sciences.
- To equip and prepare students for advanced courses in the field of statistics.
- To achieve the capability of critical thinking about data and its sources; have idea about variables and their types and scale measures.
- Be able to calculate and interpret descriptive statistics (able to classify, tabulate, describe and display data using software).

11) Learning Outcomes

By the end of the course students must be able to:

- Acquire the basic knowledge of the discipline of Statistics.
- Understand and differentiate between the types of data and variables..
- Evaluate and Interpret basic descriptive statistics. Display and Interpret data graphs.

12) Topics of Study

I. Fundamentals of Statistics

- Population
- Sample
- Parameter
- Statistic
- Variable

II. Branches of Statistics

- Descriptive Statistics
- Inferential Statistics

III. Descriptive Statistics

- a) Types of Data
- b) Measures of Central Tendency
- c) Measures of variation

IV. Probability

- a) Random Experiments and Events
- b) Probability Rules
- c) Probability Tables

V. Probability Distributions

- a) The Discrete Distribution
- b) The Binomial Distribution
- c) The Poisson Distribution
- d) The Normal Distribution
- e) Transformation and Percentiles

VI. Sampling Distributions

- a) $\bar{X}$ and the Central Limit Theorem
- b) $\bar{P}$ and the Central Limit Theorem
- c) Estimation and Means
- d) Estimation and Proportions

VII. Hypothesis Testing

- e) Two-Tailed Test of a mean
- f) Two-Tailed Test of Proportion
- g) One-Tailed Tests
- h) Small Sample Tests
- i) Two-Sample Tests of Mean
- j) Two-Sample Tests of Proportions
- k) Chi-Squared Goodness of Fit Test
- l) Chi-Squared Test of Independence

VIII. Regression

- m) Correlation
- n) Simple Regression
- o) Multiple Regression 1
- p) Multiple Regression 2

13) Prescribed Texts

McClave, J & Sincich, T (2018). *Statistics: Thirteenth Edition. Global Edition*. London: Pearson.

Rasch, D & Schott, D (2018). *Mathematical Statistics*. New Jersey: John Wiley and Sons Ltd.

14) Recommended Readings

Rachev, S.T, et al. (2010). *Probability and Statistics for Finance*. New Jersey: John Wiley & Sons, Inc

Levine, D., & Stephan, D., (2005). *Even You Can Learn Statistics: A Guide for Everyone Who Has Ever Been Afraid of Statistics*. New York: PEARSON PRENTICE HALL

Dean, S., & Illowsky, B.,(2013). *Introductory Statistics. 4th Edition* Carlifornia: OpenStax Colleg

1)	Program	Bachelor of Arts in Journalism
2)	Course	Introduction to Journalism
3)	Code	BAJ114
4)	Year	One
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Assignment

10) Course Aim

The course aims at introducing students to theories, principles and concepts of journalism.

11) Learning Outcomes

By the end of the course students should be able to:

- discuss the history and development of journalism in Malawi
- explain basic principles of journalistic writing;
- write news stories of any kind by applying the principles of journalistic writing;
- describe how news is gathered, processed and disseminated to readers; and
- state the relevant laws that affect the journalism practice

12) Topics of Study

I. Basic History of Journalism

- (a) The Development of Journalism: A World View
- (b) History of Print from Guttenberg to the Computer
- (c) The Rise of Broadcast Journalism
- (d) Yellow journalism
- (e) The advent of the Internet.
- (f) Development of Journalism in Malawi.
- (g) Basic Laws that Affect the Journalism profession.

I. News and its Elements

- (a) The Nature of News
- (b) News Values
- (c) Types of News
- (d) Basics of Interviewing and locating News sources
- (e) Objectivity and Impartiality.
- (f) Headline Writing
- (g) Essentials of Journalistic style
- (h) Elements of Good News Reporting

II. The Digital Newsroom

- (a) The Modern Newspaper Newsroom
- (b) The Radio Newsroom
- (c) The Television Newsroom
- (d) The Digital Multi-Platform Newsroom (Guardian and ITN-on models)
- (e) Newsroom management
- (f) Newsroom hierarchies
- (g) Newsroom negatives

III. Media Law Overview

- (a) Basics concept of Libel and Slander
- (b) Contempt of Court
- (c) Journalism and Laws of Malawi

13) Prescribed Texts

Tonny, H. (2010) *Journalism Principles and Practice*. London: Sage Publications Ltd.

Harcup, T. (2009) *Journalism*. London Sage Publications Ltd

Laughey, D. (2007) *Key Themes in Media Theory*. New York: Open University Press.

14) Recommended Readings

Millerson, G. and Owens, J., (2009). *Television Production. Fourteenth Edition*. Amsterdam: Focal Press.

Frank, K. (2009) *Journalism Ethics*. London: Longman.

1)	Program	Bachelor of Arts in Journalism
2)	Course	Introduction to Economics
3)	Code	BAJ 115
4)	Year	One
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The aim of the course is to introduce students to basic microeconomic concepts that will provide a foundation to economic analysis including the analysis of economic decisions in the ordinary business of life.

11) Learning Outcomes

By the end of this course, students should be able to:

- a) Describe the object and methods of economics.
- b) Explain Traditional, Keynesian and Modern economic theories
- c) Explain the benefits and limitations of Law of Demand and its application.
- d) Discuss the benefits and limitations of Law of Supply and its application.
- e) Apply the theories of firm for decision making.
- f) Test the logic of economic decisions and independently draw conclusions for individual and collective actions.
- g) Communicate impact of economic decisions with technical and correct terminologies.

12) Topics of Study

I. Introduction to Economics.

- (a) Definition of Economics

- (b) Key economic concepts
- (c) Positive and Normative Economics
- (d) Micro and Macro economic theories: Traditional, Keynesian and Modern
- (e) Relationship between Micro and Macroeconomics
- (f) Kinds of Economic Decision
- (g) Economics Principles relevant to managerial decisions,
- (h) Scope of managerial economics

II. Demand Analysis

- (a) Concept of Demand
- (b) Law of Demand
- (c) Scarcity and Demand
- (d) Factors affecting demand
- (e) Demand Functions, shift in demand curve
- (f) Income and demand
- (g) Income and substitution effects
- (h) Other factors affecting demand
- (i) Demand forecasts
- (j) Elasticity of Demand and its types.

III. Supply Analysis

- (a) Supply Curve,
- (b) Factors affecting Shift in Supply
- (c) Change in Supply vs Change in Quantity Supply

IV. Theory of Firm

- (a) Modern Theories of Firm
- (b) Profit Maximization
- (c) Sales Maximization
- (d) Organizational Slack.
- (e) Types of Market Structure: Perfect Competition, monopoly, Monopolistic and Oligopoly Market

V. Economic Systems

- (a) Traditional Economies.
- (b) Planned Economies.
- (c) Market Economies.
- (d) Mixed Economies.

VI. Monetary Policy

- (a) Concept of Monetary Policy: Framework, tools and operation of monetary policy
- (b) Key Policy Rates: CRR, SLR, Bank Rate, MSLR, Repo and Reverse Repo and impact on individuals, business and economy
- (c) Fundamental Principles and Supervision for liquidity risk management.

13) Prescribed Texts

Sloman, J, Wride, A & Garratt, D (2015). *Economics. Ninth Edition*. New York: Pearson.

Varian, H.R, (2014). *Intermediate microeconomics with Calculus*. New York: W.W.Norton.

McEachern, W. A. (2003), *Economics, A Contemporary Introduction*, 6thed, Thomson-South Western, UK.

14) Recommended Reading

Mankiw, N., (2012)) *Economics*, Thomson Learning, London

McConnel, C.R., (2010)) *Economics*, McGraw Hill Higher Education, London

Slavin, S.L., (2012)) *Economics*, McGraw Hill Higher Education, London

Mankiw, N. G (2007), *Principles of Economics*, South Western, UK

Lipsey R.G., (2009) *An Introduction to Positive Economics*. New York:

Weidenfield and Nicholson

1)	Program	Bachelor of Arts in Journalism
2)	Course	Writing for the Mass Media
3)	Code	BAJ 116
4)	Year	Two
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations

40% Course work (Assignments)

10) Course Aim

By the end of this course students must be able to understand the social institution known as the Mass Media and how students can slant writing skills when writing for the mass media in order for it to achieve its role in society.

11) Course Outcomes

- a) define the mass media.
- b) explain what slant writing is.
- c) explain the importance of research and sources in writing.
- d) explain what constitutes journalistic style.
- e) discuss how to develop an ear for writing.
- f) evaluate medium requirements when writing.
- g) carry-out editing and proofreading are all about.
- h) explain why the mass media are always in a hurry.
- i) explain with media writing jargons.
- j) justify why we have a writing style for the mass media.

12) Topics of Study

I. Media

- a) Definition and Basics of Media Writing
 - Definition of the Mass Media
 - Challenges of the Mass Media Writing
 - Obligations of the Media Writer
 - Considerations of the Media Writer
 - Principles of Good Media Writing
 - Qualities of a Media Writer
 - Media Writing Glossary
- b) Broadcast Style
 - Broadcast Style Manual
 - Approaches to Broadcast Writing
 - Hearing What You Write
 - Warming Up the Listener
 - Writing to Pictures
 - Common Errors to Avoid
 - Punctuation Marks
- c) Print Style

- The Characteristics of the Print Media
- Information Presentation Styles in Print
- The Place of Pictures in Print Writing
- Members of the Print Family

d) Advertising Style

- Audience
- Media and Supplies
- The Copy Writer and Style
- Elements of Ad Copy Appeal
- The Creative Element
- Format and Style
- Constraints to Advert Copy Writing

e) Public Relations Style

- Qualities of a PR Writer
- PR Writing Source
- Writing the News Releases
- Packaging the Media Kits
- The PR Contact, Restraints and Relationship
- Terminology

II. Media and Writing

a) Writing the Lead/Headlines

- Definition and types of Lead
- Functions of Leads/Headlines
- Guides to Effective Lead/Headline Writing

b) An Ear for Writing

- Other People's Mind
- The Importance of Being Trivial
- Quotations Handling
- Organisation of Ideas for Shape

c) Information Sources

- Primary Information Source
- Secondary Information Source
- Database
- Sources and Strategies

- Classification of Media Contents
- d) Revising, Editing and Proofreading
 - Revising
 - Editing
 - Proof-Reading
- e) Organizing the Facts
 - Traditional Method
 - Introduction
 - The Body
 - Variation
 - The Reportorial Notes

III. Media and Accuracy in Writing

- a) Conciseness
 - Superfluous Details
 - Superfluous Words
 - Superfluous Phrases
 - Superfluous Clauses
 - Redundancies
 - Simplicity
 - Proper Emphasis
- b) Avoiding Banality
 - Idiomatic Expressions in Media Writing
 - Bromides, Clichés, Platitudes
 - Journalese
 - Gobbledygook
 - Academic Obscurity
- c) Readability Formulas
 - Readability Authorities
 - Readable Writing Benefits
 - Readability Engineering Strategies
 - Paragraphing Guidelines for Readability
 - Practical Tips

d) Semantics

- Words and Things
- Unfamiliar Words
- Connotations
- Evaluative Words
- Parts of Speech

e) Correct Usage

- Grammatical Faults
- Parts of Speech
- Troublesome Words
- Transitional Words and Phrases

13) Prescribed Texts

Whitaker, W.R., Ramsey, J.E., and Smith, R.D., (2004). *Media Writing: Print, Broadcast and Public Relations Second Edition*. London: Lawrence Erlbaum Associates, Publishers.

White, T., (2005). *Broadcast News Writing, Reporting and Producing: Fourth Edition*. New York: Focal Press

Mencher, M., (2011). *News Reporting and Writing: Twelfth Edition*. New York: McGraw-Hill.

Carrol, B., (2010). *Writing for Digital Media*. New York: Routledge.

14) Recommended Readings

Payne, James (2001). *Applications, Communication; for Personal and Professional Contexts*. USA: Clerk Publishing.

Molokwu, J. (2000). *Principles of Advertising*. Lagos: Apcon Publication Series.

FIRST YEAR

SECOND SEMESTER

1) Programme	Bachelor of Arts in Journalism	
2) Course Title	Introduction to Business and Entrepreneurship	
3) Course	BAJ 121	
4) Year		One
5) Presented to	Senate	
6) Presented by	School of Management	
7) Number of Lectures per Week	2x2 hour ((1 Semester)	
8) Number of Tutorials per Week	2x1 hour ((1 Semester)	
9) Method of Assessment	Course Work	40 %
	Final Examinations	60%

10) Course Aim

The course aims at developing students' self-reliance skills and strategies for Entrepreneurship.

11) Course Outcomes

By the end of the course students should be able to:

- (a) demonstrate an understanding of the concept of entrepreneurship
- (b) differentiate between management and entrepreneurship
- (c) develop viable start-ups that are capable of competing in a business environment
- (d) provide advisory and consultancy services on entrepreneurship
- (e) identify qualities and characteristics of a successful entrepreneur
- (f) discuss challenges and causes of failure in entrepreneurship
- (g) discuss the advantages and risks associated with misuse of resources including time

12) Topics of Study

I. Introduction to Entrepreneurial Studies

- (a) Definitions of Terminologies
- (b) The concept of Entrepreneurship
- (c) The role of Entrepreneurship in a Developing Society
- (d) Functions of an Entrepreneur
- (e) Who is an Entrepreneur
- (f) Characteristics of an Entrepreneur
- (g) The Meaning of Entrepreneurship
- (h) Corporate Entrepreneurship
- (i) Entrepreneurial Activities
- (j) Differences between the entrepreneur and the Owner

Manager of a Business Enterprise

(k) Historical Background of Entrepreneurship

II. Management

- (a) Meaning of Management
- (b) The Scope of Management
- (c) The Purpose of Management
- (d) Who is a Manager
- (e) The Concepts of Management in Profit and Non-Profit Organizations
- (f) Management versus Entrepreneurship

III. Discovering Business Opportunities

- (a) Identifying and recognizing opportunities
- (b) Distinction between a business idea and a business opportunity
- (c) Sources of business opportunity
- (d) Considerations for choosing a business opportunity

IV. Qualities and Characteristics of a Successful Entrepreneur

- (a) Qualities of a successful entrepreneur
- (b) Concept of entrepreneurship
- (c) Potential Entrepreneurs
- (d) Job Creation
- (e) Wealth Creation
- (f) Poverty Alleviation
- (g) Resource allocation
- (h) Support to large industries

V. Environment of Entrepreneurial Development

- (a) Environmental variables of concept of entrepreneurship
- (b) Environmental factors
- (c) Adaptive Mechanisms to entrepreneurial environment

VI. Challenges and causes of Failure in Entrepreneurship

- (a) Constraints faced by entrepreneurs
- (b) Factors responsible for failure of entrepreneurial outfits
- (c) Overcoming challenges and failures

VII. Money Management

- (a) Nature of money management
- (b) Productive ways of making money
- (c) Managing money effectively

VIII. Developing a Feasibility Analysis and Crafting a Business Plan

- (a) Conducting a Feasibility Analysis and Crafting a Winning Business Plan
- (b) The meaning of a feasibility study
- (c) The purpose of a feasibility study
- (d) The problems of writing a feasibility report
- (e) What is a business plan
- (f) Why the entrepreneur needs a business plan
- (g) The structure of a typical business plan
- (h) Differences between a feasibility report and a business plan

IX. Understanding Entrepreneurship

- (a) Common Myths about Entrepreneurs
- (b) Decision to become an Entrepreneur
- (c) Developing Successful Business Ideas

- (d) Moving from an idea to an Entrepreneurial Firm
- (e) Managing and Growing an Entrepreneurial Firm
- X. Financing the Start- up Enterprise**
 - (a) Meaning of Entrepreneurial Financing
 - (b) Sources of Entrepreneurial Financing
 - (c) Reasons why loans may not be granted to an Entrepreneur
 - (d) Considerations of Financial Institutions in Evaluating a Loan Proposal
 - (e) Pitfalls in Financing a Business Enterprise which the Entrepreneur should know
- XI. Introduction to the Capital Market**
 - (a) Nature of Capital Markets
 - (b) Capital Market Operations
 - (c) Benefits of investing in the quoted companies
 - (d) Market Efficiency
 - (e) Development of Stock Markets
- XII. Time Management**
 - (a) Definitions, Nature and Concepts of Time Management
 - (b) Meaning of Time Management
 - (c) Management of Time
 - (d) Usefulness and dangers associated with not using time efficiently

13) Prescribed Texts

Scarborough, N.M. (2013) *Essentials of Entrepreneurship and Small Business Management*, 6th Ed, Pearson Horizon Editions, London

Barringer, B.R. and Ireland, R.D. (2012). *Entrepreneurship Successfully Launching New Ventures*, 4th Edition, New York: Pearson

14) Recommended Readings

Burns, P., (2006) *Community Development and Small Business*, Palgrave Macmillan, London

Katz, J., (2010) *Entrepreneurial Small Business*, McGraw Hill Higher Education, London

Bateman, T.S. and Snell, S.A. (2011). *Management: Leading and Collaborating in a Competitive World* (8th edition). Boston: McGraw-Hill.

Morris, M.H., Kuratko, D.F. and Covin, J.G. (2011). *Corporate Entrepreneurship and Innovation*, 3rd edition, United States: South-Western

1)	Program	Bachelor of Arts in Journalism
2)	Course	Media and Theories of Mass Communication
3)	Code	BAJ 122
4)	Year	One
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

To enable students to understand the fundamental theories of mass communication; conceptualization, functions, effects and contributions to media and social development.

11) Learning Outcomes

By the end of the course students must be able to:

- a) discuss theories of mass communication in terms of conceptualization and functionality.
- b) analyse the intended and eventual effects of mass communication messages.
- c) Demonstrate an understanding of mass media communication, the operational environment, and audience.

12) Topics of Study

I. Theoretical Foundation of Mass Communication

- f) Perspective on Theory
- g) Nature and Uses of Theories.
- h) Critical Perspective of Mass Communication Theories
- i) Basic Paradigms of Mass Communication Theories
- j) Different Eras of Mass Communication Theories

I. Different Theories of Mass Communication

- d) Normative Theories.
- e) Media and Culture Theories

- f) Audience Theories
- g) Common Sense Theories
- h) Behavioral Theories of Mass Communication

IV. Effect Theories of Mass Communication

- f) Limited Effects Theory
- g) Powerful Media Effects Theories
- h) Cumulative Effects Theories
- i) Media Violence Theories

13) Prescribed Texts

Mcquail, D., (2010). *Communication Theory*, 6th Edition. London: SAGE Publications Ltd...

Baran, S.J. and Davis, D.K., (2013). *Mass Communication Theory: Foundations, Ferment, and Future, Seventh Edition*. Stamford: CENGAGE Learning.

14) Recommended Readings

Turow, J., (2009). *Media Today: An Introduction to Mass Communication Third Edition*. New York: Routledge.

1)	Program	Bachelor of Arts in Journalism
2)	Course	Computer Applications
3)	Code	BAJ 123
4)	Year	One
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Assignment

10) Course Aims

To equip students with skills and an understanding of principles and aspects of computer applications in respect of systems, development and applications software

11) Learning Outcomes

By the end of the course students should be able to:

- a) describe the parts of a modern PC and how they are configured.
- b) demonstrate awareness of the development of Intel's family of microprocessors
- c) explain a range of input/output devices and secondary storage systems and specify appropriate applications for them in the commercial world.
- d) manage files and disks and carry out basic housekeeping in both GUI and command line environments
- e) identify risks inherent in the use of computers in a commercial environment
- f) analyse a typical PC local area network (LAN), its component parts and its relationship to other more extensive networks
- g) discuss the major types of processing systems, including client-server and distributed processing
- h) apply different processing methods and their relationships to the various categories of software.

12) Topics of Study

I. Parts of a modern PC and how they are configured,

- (a) PC internal components.
- (b) Significant features of the main printed
- (c) circuit board (motherboard)
- (d) Technological developments that have confirmed the pre-eminence.
- (e) PC in a business environment.

II. Development of Intel's Family of Microprocessors

- (a) Current trends in microprocessor development
- (b) Microprocessor development and nomenclature
- (c) Major components of a macro- processor and how they interact.
- (d) Development of multi-processor architectures

III. Input/output devices and Secondary Storage Systems

- 1. Input, output and hybrid devices
- 2. Devices using appropriate terminology

3. The latest technological developments and make recommendations regarding their integration into a commercial environment

IV. Disk Management and Describe how to carry out basic housekeeping

- (a) Creating, list, move, copy, delete and recover files and directories (folders) in both environments
- (b) File storage system
- (c) Housekeeping tasks.

V. The use of computers in a commercial environment

- (a) Principles of risk assessment in a commercial IT environment
- (b) Hazards in a commercial IT environment
- (c) Business contingency plan for a commercial organization.

VI. PC local area network (LAN),

- (a) Its component parts and its relationship to other more extensive networks
- (b) Major building blocks of a LAN including any security devices or software
- (c) Major LAN topologies and protocols
- (d) LAN and the Internet

VII. The major types of processing systems,

- (a) Client-server and distributed processing
- (b) The major processing systems including client-server and distributed processing systems
- (c) Licensing and cost implications of competing
- (d) Environments
- (e) Virtual server and conventional server environment

VIII. The various categories of software such as :

- (a) Systems, development and applications software
- (b) Need for operating systems
- (c) The need for development software, comparing
- (d) and contrasting the major development environments
- (e) The use of and need for applications software
- (f) The relative merits of competing brands and/or
- (g) technologies in each of the three environments

13) Prescribed Texts

Miller, M (2007). *Absolute Beginner's Guide to Computer Basics: 4th Edition*. Que Publishing.

Morrison, C, Wells, D & Ruffolo, L. (2015). *Computer Literacy Basics. Fifth Edition A Comprehensive Guide to IC3*. New York: CENGAGE Learning.

Capron HL, Johnson JA, (2003), *Computers Tools for an Information Age*
London: Pearson Education Ltd.

14) Recommended Readings

O’Leary, T., (2009) *Computing Essentials 2010*. Mallory Price: McGraw Hill Higher Education

Pratt, P., (2009) *Concepts of Data Base*, South Western Educational Publishing, New York, US

Stallings, W., (2008) *Data and Computer Communications*. Mallory Price: John Wiley and Sons

White R, (2005) *How Computers*. London. *Work QUE CORP*.

Mathews, J., (2005) *Computer Networking* .Mallory Price.: John Wiley and Sons.

Amer, B., (2008) *Computers in Our World*, Course Technology Mallory Price.: John Wiley and Sons

French, C.S., (2002) *Computer Science*, Thomson Learning Mallory Price.: John Wiley and Sons

1) Program	Bachelor of Arts in Journalism
2) Course	Introduction to Broadcast Journalism
3) Code	BAJ 124
4) Year	One
5) Presented to	Senate
6) Presented by	School of Management
7) Contact hours	2x1 hours per week
8) Tutorial	2X1 hours per week
9) Method of Assessment	60% Examinations

40% Course work (Assignments)

10) Course Aim

This course aim at introducing students to the concept of broadcast journalism and the agencies concerned with the broadcast media, electromagnetic spectrum and nature of radio and television, the broadcast equipment and personnel.

11) Course Outcomes

By the end of the course students should be able to:

- a) Define broadcasting
- b) Understand the nature of broadcasting
- c) Understand the internet and its social implications.
- d) Identify the roles played by the media concerned with broadcasting.
- e) Define radio waves.
- f) Explain the concept of modulation
- g) Discuss the multistage nature of broadcast signals
- h) Understand the functions of a transmitter.
- i) Explain what goes on in radio and television studios and control rooms.

12) Topics of Study

I. The Concept of Broadcasting

- a) What is broadcasting?
- b) What is the nature of broadcasting?
- c) The Interactive Media
- d) Emergence of the Malawian Broadcast Media.

II. Agencies Concerned with the Broadcast Media in Malawi

- a) The Malawi Communications Regulatory Authority(MACRA)
- b) Ministry of Information
- c) Media Council of Malawi

III. The Electromagnetic Spectrum.

- a) What are Radio Waves?
- b) Modulation
- c) The multistage nature of Broadcast Signals.

- d) The Transmitter.
- e) Transmission of Signals through a Transmitter.

IV. The Broadcast Studio and Control Room.

- a) An overview of the radio Studio
- b) Radio Control Room
- c) An overview of the Television Studio
- d) The Television Control Room
- e) Master Control in Television.
- f) The Production Process in Broadcasting.
- g) Pre Production Planning
- h) The Production Process
- i) Works of microphones
- j) The Television Camera
- k) Studio Personnel

14) Prescribed Readings

Benoit, H., (2008). *Digital Television: Satellite, Cable, Terrestrial, IPTV, Mobile TV in the DVB Framework. Third Edition.* Amsterdam: Focal Press.

Boyd, A., (2001). *Broadcast Journalism: Techniques of Radio and Television News. Fifth Edition.* Oxford: Focal Press.

Reese, D.E. Gross, L.S. and Gross, B. (2006). *Radio Production Worktext: Studio and Equipment. Fifth Edition.* Amsterdam: Focal Press.

Reese, D.E., Gross, L.S. and Gross, B. (2009). *Audio Production Worktext: Concepts, Techniques and Equipment. Sixth Edition.* Amsterdam: Focal Press.

Recommended Text:

Flemming, C. Hemmingway, E. Moore. G. and Welford, D. (2006). *An Introduction to Journalism.* London: SAGE Publications.

Wahl-Jorgensen, K. and Hanitzsch, T. (2016). *The Handbook of Journalism Studies.* New York: Routledge.

Alten, S. R. (2001). *Audio in Media.* 4th ed. Belmont, California, Wadsworth Publishing Company.

Lindhelm, R. D. and Blum, R. A. (2012). *Inside Television Producing.* Boston: Focal Press.

Communications Act, 2016.

1)	Program	Bachelor of Arts in Journalism
2)	Course	Data Journalism
3)	Code	BAJ 125
4)	Year	One
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Assignment

10) Course Aims

The course aims at enhancing students' understanding of Data Journalism

11. Learning Outcomes

By the end of the course students should be able to:

- a) Identify steps in the reporting process for:
 - a. Using the right data in a basic news story.
 - b. Identifying, gathering and exploring a dataset for an investigative story.
- b) Use math to “interview” data to answer research questions about possible stories. Topics will include:
 - a. Subtotals and totals by group
 - b. Fractions, rates, percents and per capita
 - c. Absolute vs. relative change
 - d. Averages, medians, modes
- c) Identify the data types and file formats available in a dataset available from government open data portals, and describe the differences between a “raw” dataset and a dataset that’s ready for exploratory data analysis and data visualization tools.
- d) Present data in appropriate visual formats such as tables, charts and maps.
- e) Summarize data and highlight the most important points using a combination of data visualizations and reader-friendly techniques such as rounding numbers and writing paragraphs that include fewer than eight digits.

12. Topics of Study

I. Introduction to Data Journalism

- (a) Definition;
- (b) Scope: Why Data Journalism is important for a reporter;
- (c) Skills required by a data journalist.

II. Historical perspective

- (a) Data surveillance: the dark side of the internet,
- (b) Wiki Leaks & the Gorilla war on data secrecy.

III. Working with Data

- (a) Working with Excel;
- (b) Cleaning data;

- (c) Correcting bad formatting;
- (d) Taking care of misspellings.

IV. Evaluating Data

- (a) Newsroom math and statistics,
- (b) Summarizing data with pivot tables,
- (c) Looking for patterns

V. Putting the Data Story Together

- (a) Deciding the central focus,
- (b) Including data within a narrative,
- (c) Ethics of finding and using data,
- (d) Data Visualization

13) Prescribed Texts

Bounegru, Liliana and Gray, Jonathan (2021). *The Data Journalism Handbook: Towards a Critical Data Practice*, Amsterdam University Press.

Reimold, D, (2013). *Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age*. New York: Routledge.

Bainbridge., J et. al (2015). *Media and Journalism 3e _New Approaches to Theory and Practice*. 3rd edition. Oxford: Oxford University Press.

14) Recommended Readings

Aljazeera Media Institute (2022) *Data Journalism: An Introductory Guide*, Aljazeera Media Institute

Allan, S. (2010). *The Routledge Companion to News and Journalism*. New York: Routledge.

YEAR TWO

SEMESTER ONE

1)	Program	Bachelor of Arts in Journalism
2)	Course	Introduction to Radio and Television
3)	Code	BAJ 211
4)	Year	Two
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week

9) Method of Assessment

60% Examinations

40% Course work (Assignments)

10) Course Aim.

The aim of the course is to introduce students to basics concepts of radio and television broadcasting..

11) Course Outcomes

By the end of the course students should be able to:

- a) Discuss the history and origin of Radio and Television Broadcasting
- b) Explain principles and practice of Broadcasting
- c) Describe the basic equipment used in Broadcasting
- d) explain the importance of programming
- e) explain the basics of news production and presentation
- f) explain the importance advertising in the Broadcast Media
- g) Discuss the legal aspects of Broadcasting

12) Topics of Study

I. Introduction to Broadcasting

- (a) Principles and Practice of Broadcasting
- (b) History and Origin of Radio/TV Broadcasting
- (c) Broadcasting as an Industry
- (d) Basic Equipment used in Broadcasting
- (e) Qualities of Good Broadcasting

II. Radio Production

- (a) Advent of Radio in Malawi
- (b) Programme Format
- (c) Radio Format and Terminology
- (d) Importance of Programming
- (e) News Production

III. Television Production

- (a) Announcing
- (b) Basic Principles of Presentation
- (c) Advertising in Broadcasting
- (d) The Producer and Production Techniques
- (e) The Director and Directing

IV. Radio and Television Production Techniques

- (a) Writing for Television
- (b) Writing for Radio
- (c) Studio Managers for Radio and Television
- (d) Programme Scripts for Radio and Television
- (e) Outside Broadcasting
- (f) Digital Broadcasting
- (g) Media Law

13) Prescribed Texts

Boyd, A., (2001). *Broadcast Journalism: Techniques of Radio and Television News, Fifth Edition*. Oxford: Focal Press.

Dominick, J.R., (2005). *The Dynamics of Mass Communication: Media in the Digital Age*. Boston: McGraw-Hill.

Mencher, M, (2011), *M, News Reporting and Writing: Twelfth Edition*, New York: McGraw-Hill.

14) Recommended Readings

White, T., & Barnas, F., (2010). *Broadcast News Writing, Reporting, and Producing: Fifth Edition*. Amsterdam: Focal Press.

Lugmayr, A., and Dal Zotto, C. (2016). *Media Convergence Handbook - Vol. 1: Journalism, Broadcasting, and Social Media Aspects of Convergence*. Berlin: Springer-Verlag.

White, T., (2005). *Broadcast News Writing, Reporting, and Producing: Fourth Edition*. Amsterdam: Focal Press.

1)	Program	Bachelor of Arts in Journalism
2)	Course	News Writing and Reporting
3)	Code	BAJ 212
4)	Year	Two
5)	Presented to	Senate

6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim.

The aim of the course is to introduce students to news writing and reporting.

11) Course Outcomes

By the end of the course students should be able to:

- a) explain meanings of journalism and news
- b) use appropriate newspaper language
- c) discuss newspaper structure
- d) apply different interviewing styles to gather news

12) Topics of Study

I. Meaning of Journalism

- (a) What makes a Good Journalist?
- (b) Role in Journalism

II What is News?

- (a) News Ideas
- (b) Good News
- (c) Bad News

III Gathering News

- (a) News Room
- (b) Contacts and News Leads
- (c) Investigative Reporting
- (d) Developing Story Ideas
- (e) Chasing Facts
- (f) Making Inquiries
- (g) Taking Notes

IV Interviewing

- (a) Preparation
- (b) Coaxing Answers
- (c) Telephone Interviews
- (d) Controversial Interviews
- (e) Failed Interviews

V Local Reporting

- (a) The District Reporter
- (b) Developing Contacts
- (c) Local Organisations
- (d) People in the Know

VI News Writing

- (a) The Right Angle
- (b) Style
- (c) Opening Sentence
- (d) Grabbing the Reader
- (e) Order of Facts
- (f) Quotes
- (g) Presentation

VII Newspaper Language

- (a) Newspaper English
- (b) Journalese
- (c) Sequence and Structure
- (d) Storytelling Techniques
- (e) Bad Habits

VIII News Reporting

- (a) Courts
- (b) Government
- (c) Politics
- (d) Business and Industry
- (e) Religion
- (f) Sport

IX Newspaper Structure

- (a) Roles
- (b) Copy Input
- (c) Page Production
- (d) Press and Post Press

13) Prescribed Texts

Harcup, T. (2009) *Journalism*. London Sage Publications Ltd.

Itule, B, D. (2008) *News Writing and Reporting for Today's Media.* , London : McGraw Hill Higher Education

.

14) Recommended Readings

Harrington, T. (2010) *Journalism*. London :Sage Publications Ltd

Frank, K. (2009) *Journalism Ethics*. London: Longman.

Tonny, H. (2010) *Journalism Principles and Practice*. London: Sage Publications Ltd.

1)	Program	BA IN JOURNALISM
2)	Course	PUBLIC RELATIONS AND ADVERTISING
3)	Code	BAJ 213
4)	Year	Two
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The aim of the course is to equip every beginner in the field of advertising with the rudimentary knowledge of the vast nature of marketing communication as a component of

mass communication, the relationship of advertising, sales promotion, the media and other tools of advertising and Public Relations. It will also expose you to the process, creation, exposure, use and monitoring of advertising. In summary, this course has the goal of introducing advertising and sales promotion, establishing its relationship with other promotional tools, as well as showing how advertising and sales promotion are developed for marketing communication purposes.

In addition, the course will also explain to you, the basic differences between advertising and sales promotion, when each of them can be applied in real life and how effective they can be as tools of marketing communications

The course also aims at empowering every beginner in the field of public relations with the rudimentary knowledge of the vast nature of public relations, its publics, media and tools of public relations. In addition, it will expose the student to the process, complexities and functions of public relations as a subset of mass communication.

11. COURSE OBJECTIVES

At the end of the course, you should be able to:

- tell me about advertising and Public Relations.
- explain the fundamentals of advertising and sales promotion as elements of promotion, a subset of mass communication.
- discuss the nature, meaning and operations of advertising and sales promotion.
- distinguish between advertising and sales promotion on one hand and other concepts related to them.
- discuss the effects of advertising and sales promotion on the society itself.
- fully exposed you to the fundamentals and basics of public relations as a subset of mass communication.
- Have you been exposed to the various functions and roles that public relations plays as a marketing communication tool and the public relations network in the complex area of marketing communication.
- Be acquainted with the contents and basics of planning and organizing public relations programmes.

TOPICS OF STUDY:

I. MEANING AND SCOPE OF ADVERTISING

- a) Basic Concepts of Advertising
- b) Related Concepts of Advertising
- c) Types and Classification of Advertising
- d) Advertising as a Form of Mass Communication
- e) Marketing Communication Mix
- f) Research in Advertising
- g) 4(Four) Ps Marketing

II. PREPARING AND PRODUCING ADVERTISING MATERIALS

- (a) Concept of Advertising Copy
- (b) Concept of Advertising Layout
- (c) Stages of Preparing Advertising Materials
- (d) Advertising Campaign Planning
- (e) Developing and Executing the Advertising Plan

III. EVOLUTION OF ADVERTISING

- a) Origin and Evolution of Advertising
- b) Advertising from the Civil War to World War 1, 2
- c) Advertising in Post-World War II

THE PROCESS OF ADVERTISING

- a) Overview of Advertising
- b) Process of Advertising
- c) Developing the Advertising Campaign
- d) Media Strategy Development
- e) Media of Advertising in Malawi

APPRAISAL OF ADVERTISING AND ITS EFFECTS ON THE SOCIETY

- a) Arguments against Advertising
- b) Social Effects of Advertising
- c) Ethical Issues in Advertising
- d) Counter Arguments about Advertising

IV. SCOPE OF PUBLIC RELATIONS

- a) Definitions and Components of public relations PR as a philosophy and functions of management
- b) Public Relations Network
- c) Functions and careers in public relations
- d) The publics of public relations
- e) The differences between advertising and Public Relations

V. EVOLUTION AND PROCESS OF PUBLIC RELATIONS

- a) Historical origins and pioneers of public Relations
- b) History and development of public relations In Malawi
- c) Media and tools of public relations

- d) Research in public relations
- e) Organization of public relations functions/setting up a public relations department.

PUBLIC RELATIONS IN PRACTICE

- a) Planning and executing a public relations programme
- b) Public Relations for nonprofit organizations
- c) Writing and Speaking in public relations
- d) Law and Ethics in public relations
- e) Public relations and society

PRESCRIBED TEXT

Lloyd,J., & L. TooGood (2015). *Journalism and PR: News Media and Public Relations in the Digital Age*. London: I.B.Tauris & Co. Ltd

Zager, M., (2008).*Writing Music for Television and Radio Commercials (and more): A Manual for Composers and Students. 2nd Edition*. Toronto: The Scarecrow Press, Inc.

Sissors, J.Z. and Baron, R.B. (2002) *Advertising Media Planning*.6th Ed., McGraw-Hill.

RECOMMENDED TEXT

Belch, G.E. and Michael A.B. (1995) *Introduction to Advertising and Promotion: An integrated marketing communication perspective*, 3rd Ed., Irwin/McGraw-Hill

1)	Program	Bachelor of Arts in Journalism
2)	Course	Communication Graphics Reporting
3)	Code	BAJ 214
4)	Year	Two
5)	Presented to	Senate
6)	Presented by	School of Management

7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) Course Aim.

The aim of this course is to expose students to theoretical and practical aspects of editing and graphics using a computer.

11) Course Outcomes

By the end of the course students should be able to:

- a) describe what editing and graphics of Communication is all about
- b) explain the history of editing and graphics
- c) display a working knowledge of computer graphics
- d) display working knowledge of Typography
- e) work on Text Editing, Graphics, Image Editing, Captions, Layout and Design

12) Topics of Study

I. Graphic Features of Communication

- (a) Introducing Editing and Graphics of Communication
 - Definition of Terms
 - Editing and Graphics of Communication: A Definition
 - Graphics of Communication: Social Sciences
 - History of Graphics in Brief
 - Basic Types of Graphics
- (b) Format, Forms and Uses of Graphics
 - Bitmaps File Format
 - Forms of Graphics
 - Resolution
 - Uses of Graphics
 - The Graphic Process
- (c) Devices of Editing and Graphics of Communication
 - Associated Terms of a Computer System
 - Computer Graphic Devices
 - The Notebook
 - User Interfaces
- (d) Input, Output and Storage Devices
 - Input Devices
 - Output Devices

- Output Media
- Storage Devices

II. Typography

- (a) Text as Communication
 - Text as Communication
 - Elements of Type
 - What is Typography?
 - The Hot and Cold Type
 - Font and Typeface
- (b) Anatomy of Type
 - The Anatomy of Type
 - Font Features
 - Type Measurement
 - Text Alignment
 - Caption Design for Television Programmes
- (c) The Graphic Process
 - Formulation of Design Policy
 - Determination of Typography
 - Orientation of Designers and Sub Editors
 - Execution of and Evaluation of Design Policy

III. Text Editing, Graphics and Communication

- (a) Reasons for Editing
 - Editing is Carried out Because it is Compulsory
 - Editing for Accuracy, Facts, Clarity and Space
 - Editing for Clarity
 - Editing for Typographic Misplacements
 - Editing to Avoid Litigation
- (b) Introducing the Sub editors
 - Role of Sub Editors
 - Qualities of a Sub Editor
 - Editors as Deadline Addicts
 - Editing Facilities and Tools
 - Elements for Editing
- (c) Headline Casting

- Headlines are Indispensable
- Objectivity in Headline Casting
- Prerequisites of Headline Casting
- Headline Weight
- Headline Decks and Lines
- Headlines and Columns: Banner
- Other Types of Headline
- Journalese, Clichés and other tips of Note when writing Headline
- Headlines interior Pages: Types and Tips
- Headline Size and Shapes
- Headline Counting

(d) Editing of Text Graphics

- The Body of Story and Copy Editing
- The Sub Desk Editors
- Editing Symbols
- Shape of Text, Copy Fitting and Character Counting
- Counting Process and Different Methods of Count

IV. Image Editing, Captions, Layout and Design

(a) Photographs

- Types of Photographs
- Photographic Appeal
- Photographs and Texts Compared
- Photo Selection and Editing
- Photo Placement
- Photo Editing
- Ethics of Image Editing

(b) Caption Writing

- Types of Caption
- Caption Placement
- Tips for Writing Good Captions

(c) Layout and Design

- The Imperatives of Layout and Design
- Design Elements
- The Goals of Design and Make-up

- Page Design and Make-up
- Forms of Page Make-up
- Tips for Page Make-up
- Design Adornments

(d) The Printing Process

- Stages of the Printing Process: The Pre-press Stage
- Stages of the Printing Process: The Lithographic
- Stages of the Printing Process: The Printing Stag
- Paper Sizes

13) Prescribed Texts

Harrower T. (2007) *The Newspaper Designers' Handbook*, New York: McGraw-Hill Higher Education

Bertoline G.R. and Wiebe, E.N (2005) *Fundamentals of Graphic Communications*. New York: McGraw-Hill Higher Education

14) Recommended Readings

Hanson, N (2007) *Copy Editing and Proofreading marks*. Sourced from www.mnstate.edu on January 10, 2011.

1)	Program	Bachelor of Arts in Journalism
2)	Course	Magazine and Feature Writing
3)	Code	BAJ 215
4)	Year	One
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The course aims at equipping students with knowledge and skills of magazine and feature writing.

11) Learning Outcomes

By the end of the course students should be able to:

- a) discuss the history and development of a magazine and magazine journalism
- b) produce a magazine
- c) explain the creation, development and management of magazines
- d) discuss the business of magazine in terms of distribution, revenues and finances
- e) promote online Magazines
- f) discuss legal issues related to the media.

12) Topics of Study

I. The Magazine Industry – What Is a Magazine

- (a) Consumer magazines
- (b) Specialist magazines
- (c) Business to business
- (d) Academic journals
- (e) National and regional titles
- (f) Structure of Magazine companies

II. Magazine Journalism

- (a) Organisation and staff
- (b) Editorial
- (c) Advertising
- (d) Circulation and Sales
- (e) Marketing
- (f) Accounts and Finance

III Types of Magazines

- (a) Consumer
- (b) Business to Business
- (c) Newspaper Supplement and magazines
- (d) Special interest
- (e) Academic journals

V Feature Writing

- (a) Feature article styles
- (b) Feature planning
- (c) Research
- (d) Picture and visual elements
- (e) Special features – reviews, opinion features, leaders

VI Magazine Production

- (a) Desk top editing systems
- (b) Page Layout
- (c) From Publisher and PageMaker to Quark Xpress and InDesign
- (d) The Digital Newsroom
- (e) the role of the sub editor in a magazine

VII Creation, Development and Management of Magazines

- (a) Human resources
- (b) Recruitment and retention
- (c) Training and development
- (d) Health and safety
- (e) Equal opportunities
- (f) Creative media sales
- (g) Advertorials
- (h) Advertising
- (i) Events and exhibitions
- (j) Sales
- (k) Circulation

VIII Media Legal Issues

- (a) Libel
- (b) Malicious falsehood and defamation
- (c) Reporting restriction and contempt of court
- (d) Licensing
- (e) Logos and trademarks
- (f) Copyright and intellectual rights
- (g) Privacy
- (h) National and international law
- (i) Data protection and freedom of information
- (j) Press complaints commission and other codes and regulations

IX The Business of Magazines – Revenues and Finance

- (a) Revenue Sources
- (b) Cover price
- (c) Advertising
- (d) Special promotions
- (e) Product placements
- (f) Advertorials

X The Business of Magazines – Distribution

- (a) Traditional – newsstands
- (b) Traditional – subscriptions. Supermarket
- (c) Controlled circulation
- (d) Member benefits
- (e) Online applications and brand extensions

XI Magazines Online

- (a) Magazines online
- (b) Extending magazine brands online
- (c) User Generated content, audio and video
- (d) Commercial and promotional opportunities
- (e) Audience research and assessment
- (f) Blogging and bloggers
- (g) User Generated Content

13) Prescribed Texts

Garrison, B. (2010). *Professional Feature Writing: Fifth Edition*. New York: Routledge

Feature and Magazine Writing

Sumner, D.E, and Miller, H.G. (2013). *Feature and Magazine Writing: Action, Angle, and Anecdotes*. Oxford: Blackwell Publishing Ltd.

14) Recommended Readings

Ramet, A. (2007). *Writing for Magazines: How to get your work published in local newspapers and magazines*. Oxford: How To Content.

Hogarth, M., (2019). *Writing Feature Articles_ Print, Digital and Online. Fifth Edition*. New York: Routledge

YEAR TWO

SEMESTER TWO

1) **Program**

Bachelor of Arts in Journalism

2) **Course**

INVESTIGATIVE JOURNALISM

3) **Code**

BAJ 221

4) **Year**

Two

- | | | |
|----|-----------------------------|---|
| 5) | Presented to | Senate |
| 6) | Presented by | School of Management |
| 7) | Contact hours | 2x1 hours per week |
| 8) | Tutorial | 2X1 hours per week |
| 9) | Method of Assessment | 60% Examinations
40% Course work (Assignments) |

10) Course Aim

The main aim of this course is to introduce you to the fundamental aspects of investigative and interpretative reporting for the mass media

11) Learning Outcomes

By the end of the course students should be able to:

- a) define the basic terms involved in the study and development of an investigative and interpretative report
- b) identify the various sources needed in the development of an investigative and interpretative story
- c) gather the necessary information needed for an investigative and interpretative report
- d) convert the information obtained from sources into an acceptable story that communicates and can be understood and accepted by the intended audience
- e) discuss the laws that govern the sourcing and reporting of investigative and interpretative stories.

12) Topics of Study

I. Investigative Reporting:

- (a) Understanding the Terms
 - What is Journalism
 - Brief History of Investigative Journalism in Malawi
 - The Selection of News
 - The Journalist and the Society
- (b) What Is Investigative Journalism?
 - Defining Investigative Reporting
 - Investigative Reporting and Other Forms of Reporting
 - Importance of Investigative Journalism
 - Misconceptions of Investigative Reporting
 - Limitations of Investigative Journalism in the Malawian Society

- (c) Interpretative Journalism
 - Definition of Interpretative Element of Journalism
 - Importance of Interpretative Journalism
 - Determinants of Interpretative Nature of a Journalist
 - Limitations of Interpretative Journalism
- (d) Relating Investigative with Interpretative Reporting
 - Narrativity of News
 - Sociology of News Production
 - International Media Influence
 - Effect of News Presentation on Society
 - Interpreting for Public Interest

II. Gathering Information for In-Depth Reporting

- (a) Sources of Information
 - Developing an Objective for Your Story
 - Primary Sources of Information
 - Secondary Sources of information
 - Digital Sources
- (b) Interviews
 - What is an Interview?
 - Advantages and Disadvantages of Interviews
 - Types of Interviews
- (c) Documentation and Interpretation of Information
 - Getting the Facts Right
 - Being Objective and Removing Bias
 - Going Undercover
 - Doing Systematic Follow Up

III. Investigative and Interpretative Reporting: Writing the Story

- (a) Writing an In-Depth Investigative Story I
 - Development of Investigative Journalism
 - Researching for an Investigative Report
 - The Investigative Report/Story
 - Preliminary Preparation
- (b) Writing an In-Depth Investigative Story II

- The Outline
 - The Caption/Title
 - Find the Theme and Develop the Story
 - Writing the Lead
- (c) Writing an In-Depth Investigative Story III
- Types of Lead
 - The S-V-O Construction
 - Write the Body
 - Using Leads in Investigative Reporting
 - Writing the Body
 - Things to Note as You Write
- (d) Writing an In-Depth Investigative Story IV
- Using Thread
 - Using Transition
 - Using Voice (Your Style)
 - Writing the Ending

IV. Communication Law and Ethics

- (a) Understanding Communication Laws and Ethics
- What is Communication Law?
 - Development of Communication Law
 - Legal Guarantee of Press Freedom
 - What is Ethics?
 - Development of Ethics in Journalism
 - The Ethics of Investigative Journalism
 - Relationship between Communication Law and Ethics
- (b) Ethics in Journalism
- Defamation
 - Elements of a Libel Suit
 - Steps for Avoiding Libel Suits
 - The Investigative and Interpretive Reporters' Defence for Libel Suits
- (c) Ethical Issues and Making Ethical Decisions
- Approaches to Ethics in Journalism
 - Four Ethical Theories
 - Journalists' Loyalties

- Journalists' Values

13) Prescribed Texts

Hahn, O., and Stalph, F. (2018). *Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting*. Palgrave Macmillan

Babawi, S. (2016). *Investigative Journalism in the Arab World: Challenges and Issues*. England. Macmillan

15) Recommended Readings

Fedler, F. B., Davenport, J. R. and Drager M. W. (2005). *Reporting for the Media*. (8th ed.), Oxford University Press

Hodgson, F. W. (2001). *Modern Newspaper Practice: A Primer on the Press*. Oxford: Focal Press.

Levin, M. (2000) *Journalism: A Handbook for Journalists*. Illinois USA: National Textbook Company.

Itule, B. D. and Anderson, D. A. (2008) *News Reporting and Writing*. Singapore: McGraw-Hill Companies Inc.

Fogam, P. K. and Aquah, D. (2010) *Law and the Media in Udofia C. Handbook for African Journalists*, Abak: Itiaba Publishers

1) Program	Bachelor of Arts in Journalism
2) Course	Media and Society
3) Code	BAJ 222
4) Year	Two
5) Presented to	Senate
6) Presented by	School of Management
7) Lectures hours/Week	Week 2x1 hour (Semester 1)
8) No. of Tutorial/Week	Week 2x1 hour (Semester 1)
9) Method of Assessment:	60% Examinations

40% Course work (Assignments)

10) Course Aim

The major aim of this course is to explore the relationship between the media and the society. The roles of the mass media as an agent of socialization would be discussed.

11) Learning Outcomes

By the end of this course the student should be able to:

- a) explain the dynamics of society vis-à-vis the role of the mass media
- b) discuss the types, theories, power and limitations of the mass media in society

12) Topics of Study.

I. Journalism

- a) The Communication Process
- b) Traditional and Modern Means of Communication
- c) The Mass Media – Classifications and Characteristics
- d) Functions of the Mass Media
- e) Theories of the Mass Media

II. Media and Society

- a) Overview of the Mass Media in Malawi Society
- b) Media Ownership and Control
- c) Press Freedom in Malawi
- d) The Malawian Social Structure

III. Cultural Aspect and Media

- a) Culture and the Mass Media
- b) Social Change and the Mass Media
- c) Cultural Imperialism and Media Dependency
- d) Globalization and the Media
- e) Social Institutions and the Mass Media
- f) Mass Media and Economy

IV. Media and Society

- a) Technology and the Media
- b) Social Effects of the Mass Media
- c) Media and Governance
- d) Media Ethics in Malawi
- e) Mass Media and Development

13) Prescribed Texts

Campbell, R. et. al (2016). *Media and Culture 10: 2016 Update: Mass Communication In a Digital Age. Tenth Edition*. New York: Bedford/St. Martin's.

Oswell, D. (2006). *Culture and Society: Introduction to Cultural Studies*. London: Sage Publications.

Turow, J (2009). *Media Today: n Introduction to Mass Communication*. New York: Routledge.

Straubhaar , J. et. al (2012). *Media Now: Understanding Media, Culture, and Technology: Seventh Edition*. Boston: Wadsworth.

14) Recommended Readings

Dominick, J.R., (2005). *The Dynamics of Mass Communication: Media in the Digital Age*. Boston: McGraw-Hill.

Bran, S., D., D., (2010). *Mass Communication Theory Foundations, Ferment and Future*. London: Wadsworth Publishing Co. International.

1)	Program	Bachelor of Arts in Journalism
2)	Course	Economics and Science Reporting
3)	Code	BAJ 223
4)	Year	Two
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The course aims to equip students with the skills of an economic reporter and how to acquire these skills as well as introduce them to the basics of writing economic news stories.

11) Learning Outcomes

By the end of this course, students must be able to:

- a) understand the basics of economic reporting
- b) write economic reports
- c) identify the qualities of an economic reporter, and know how to write an economic story/report
- d) distinguish the bad economic reporter from the good one and also know the basic skills of the economic/business reporter
- e) distinguish factors to be aware of while writing an economic news story
- f) understand several business types
- g) enhance students familiarity with the Malawi economy both past and present
- h) Understand the business/economic reporting environment of Malawi.

12) Topic of Study

I. Meaning of Economic/business journalism

- a) Qualities of an Economic Reporter
- b) Writing an Effective Business News Article
- c) Types of Economic/Business Reports
- d) Establishing good journalistic Practices

II. Evolution of Business Journalism in the National Economy

- a) The Primary Market
- b) The Secondary Market
- c) The Money Market and Its Institutions
- d) Problems Facing the Capital Market in Malawi

IV. The Stock Exchange

- a) The Malawi Stock Exchange
- b) Securities Transaction on the MSE

13) Prescribed Texts

Boskin, M. J. (2008). *Consumer Price Indexes*. The Concise Encyclopedia of Economics

Deahl, R. (n.d.). Medicareers.about.com. Retrieved February 2015, from media careers:
<http://mediacareers.about.com/od/glossary/g/HardNews.htm>

E Gbochukwu, S. (2000). *History of Financial Journalism*. Business Concord.

Egunbiyi, P. A. (2009). *Trading, Clearing and Settlement Systems in the West African Institute for Financial Economic Management*.

Hayes, K. (2013). *Business Journalism: How to Report on Business and Economics*. A Press.

14) Recommended Readings

Kariithi, N. (2002). *Economics and Business Journalism in Africa*. Nieman Reports.

McBride, K. (2013). *The New Ethics of Journalism*. Poynter.org: Media Wire.

Ip, G. (2010). *How to be an Economics Reporter*. Greg Ip Wordpress.

1)	Program	BA in Media and Communication
2)	Course	Editing and Design
3)	Code	BAJ 224
4)	Year	Two
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) Course Aim

To introduce students to theories, principles and concepts of editing and design.

11) Learning Objectives

By the end of the course students should be able to:

- a) Create well designed graphics.
- b) **create newspaper and magazine layout designs**
- c) **know how to deal with pictures and other graphic materials in news reporting.**
- d) **edit different publication layout styles.**

- e) edit text for the web

12) Topics of Study

I Text and Text Editing

- (a) Basic parts of speech – referring back to English for Journalists Unit – Essential sub-editing
- (b) The Editor
- (c) The News Process
- (d) Functions of the Editor
- (e) The News Editor and the Copy Editor

II. The Newspaper Organization

- a) Traditional Organization
- b) Editorial Division
- c) Business Division
- d) Production Division
- e) Newspaper Organization: Making More of it
- f) Words and Art: Parts of the Message

III Page Makeup

- (a) Definition of Makeup
- (b) Makeup Structures
- (c) Vertical Makeup
- (d) Horizontal Makeup
- (e) Dummy Sheet

IV Design

- (a) Principles of Design
- (b) Balance
- (c) Formal and Informal Balance
- (d) Contrast
- (e) Focus
- (f) Proportion
- (g) Unity
- (h) Motion or Rhythm
- (i) Basic questions to be addressed prior to laying out pages

- (j) Copy Fitting**
- (k) The Column Inch Method**

V Designing Special Pages

- (a) Front Page
- (b) Back Page
- (c) Sports Page
- (d) Business Page
- (e) Editorial Page
- (f) Feature Page

VI Modular Design

- (a) Pages in Modules
- (b) Showing Relationships
- (c) How to Disassociate Dissimilar Elements

VI Going Into The Story

- (a) Wielding the Surgeon's Knife
- (b) Compiling
- (c) Cutting the Story Length
- (d) Copy Editing Symbols
- (e) Paragraphs and Indentions

VII News Judgement

- (a) News Judgement
- (b) News Values
- (c) News Elements
- (d) News Presentation
- (e) Backgrounding in News
- (f) Improving the Flow of Meaning

XV Photographs

- (a) Visual Media
- (b) Types of Photos
- (c) The Picture Story
- (d) Photo Treatment
- (e) Photo Scaling or Sizing
- (f) Arithmetic Method

- (g) Issues in the Photo Use
- (h) Cutlines
- (i) Cropping Instructions
- (j) Judgements to Make During Cropping

X Information Graphics

- (a) News Judgement
- (b) Functions of Information Graphics
- (c) Information Graphics Headlines and Copy Blocks
- (d) Four Divisions of Information Graphics
- (e) Charts
- (f) Kinds of Charts
- (g) Tables
- (h) Datelines
- (i) Maps
- (j) Diagrams

XI Online Editing

- (a) Grading the News and Weighing What to Print
- (b) Online platform elements
- (c) Online news presentation.

XII Style

- (a) Definition of Style
- (b) Levels of Style
- (c) Sample Style Guides

13) Prescribed Texts

Poulin, R. (2011). *The Language of Graphic Design: An Illustrated Handbook for Understanding*. Beverly: Rockport Publishers.

Cullen, K., (2010). *Design Elements Typography Fundamentals*. Beverly: Rockport Publishers.

Kordes, K.A & DeJerld, T. (2019). *Adobe InDesign CC Classroom in a Book: 2019 Release Edition. The Official Training Workbook from Adobe*. New York: Adobe Press.

Heller,S. & Yienne, V. (2015). *Becoming a Graphic & Digital Designer: A Guide to Careers in Design*. New Jersey: John Wiley & Sons, Inc

14) Recommended Readings

Feliici, J., (2012). *The Complete Manual for Typography: A Guide to Setting Perfect Type. Second Edition*. California: Peachpit

Pender, K. (1998), *Digital Colour in Graphic Design*. Oxford: Focal Press.

Quinn, S., (2001). *Digital Sub-Editing and Design*. Oxford: Focal Press.

Laughey, D. (2007) *Key Themes in Media Theory*. New York: Open University Press.

1)	Program	BA in Journalism
2)	Course	MULTIMEDIA WEB DESIGN AND DEVELOPMENT
3)	Code	BAJ 225
4)	Year	Two
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10. COURSE AIMS

A Website Designing course enables learners to use all the essential designing and programming tools required to do the job efficiently. The curriculum is a blend of various themes, software application and tools.

11. COURSE OBJECTIVES

On your successful completion of this course, you should be able to:

- Learn various techniques, tools and programming languages in order to create and maintain web pages.
- use all the essential designing and programming tools required to do the job efficiently.

12) Topics of Study

1. Basics of Web Designing

- a) Designing a website
- b) Creating different themes for different layouts
- c) Designing the look and feel of a website
- d) creating and designing banners, advertisements, etc.
- e) Learning about the tools and techniques of web design covers using software applications

2. Multimedia and Its Applications

- a) What is Multimedia
- b) Popular Applications of Multimedia
- c) Multimedia and Journalism

3. Web Technologies

- a) How does a website work?
- b) Web standards and W3C elements
- c) Domains and Hosting
- d) Clients and Server Scripting Languages
- e) Responsive Web Designing

4. Computer Graphics

- a) Introduction to Poetry: Origin, Form and Structure
- b) Language of Poetry
- c) Introduction to Literary Appreciation of Poetry
- d) Introduction to African and Non-African Poetry
- e) Appreciating a Poem

5. HTML

- a) Definition of HTML
- b) Features of HTML
- c) Versions of HTML

6. OTHER IMPORTANT

- a) CSS
- b) JavaScript
- c) Bootstrap
- d) Adobe Flash

7. Available Softwares for Graphic Designing

- a) DreamWeaver
- b) Coreldraw
- c) Illustrator

8. Animations Techniques

- a) Definition of Animation
- b) Skills required for build a Career in Animation
- c) Jobs Profiles in Animation

13) Prescribed Texts

Richardson, T & Thies, C (2013). *Multimedia Web Design and Development: Using Language to Build Dynamic Web Pages*. New Delhi: Mercury Learning and Information.

Powell, T.A, (2002). *Web Design: The Complete Reference. Second edition*. New York. McGraw-Hill

Powell, T.A, (2010). *HTML & CSS: The Complete Reference. Fifth Edition*. New York. McGraw-Hill

Robbins, J.N. (2018). *Learning Web Design: A Beginner's Guide to HTML, CSS, Javascript and Web Graphics. 5th Edition*. Tokyo: O'REILY.

Recommended Texts:

Bannet, A and Royle, M (2004). *Multimedia Web design and Development*. London: Pearson.

Lennartz,S, & Friedman,V. (2011). *Web Design and Development*. Freiburg: Smashing Media GmbH

Hogan, B.P, et al. (2015). *Web Development Recipes. Second Edition*. New York: The Pragmatic Programmers

YEAR THREE

SEMESTER ONE

1)	Program	BA IN JOURNALISM
2)	Course	ADVANCED BROADCAST JOURNALISM
3)	Code	BAJ 311
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10 Course Aim

To enhance students' understanding of broadcast journalism and be able to navigate in the intricacies of the field.

11 Course Outcomes

By the end of the course students should be able to:

- a) Manage and organize content designed for Broadcast.
- b) To deal with the dilemmas relating to broadcast news.
- c) Effectively present radio and television news programmes.
- d) Use radio and television equipment for broadcast news

12) Topics of Study

I. Acquiring the News

- (a) What is broadcast journalism?
- (b) Ethical Considerations
- (c) Locating the news.
- (d) Developing stories
- (e) Collecting information.

II. Item Selection and Order

- a) Item order
- b) Local Considerations
- c) Foreign Coverage
- d) Producing a Running order

III. The Programmes Department

- (a) Organizational Hierarchy
- (b) Radio and functions of radio programmes personnel
- (c) Interrelationship within and outside the department and organization

IV. The Radio Programme

- (a) Characteristics
- (b) Formats
- (c) Programme classification and types
- (d) Factors affecting content/audience consideration

V. Script Writing

- (a) Intros
- (b) Outros
- (c) Back announcements
- (d) Ad libs
- (e) Script Layout

VI. Presentation Skills

- a) Performance
- b) Presence
- c) Getting through to the audience-Rapport
- d) Know your material
- e) Ad-libs
- f) The gate
- g) Making swift recovery
- h) Corpsing
- i) Relaxation

VII. News reading Mechanics

- a) Speed
- b) Breath
- c) Projection

- d) Emphasis Pitch
- e) Microphone technique
- f) Using the prompter
- g) Dealing with the noise
- h) Bringing the story to life

VIII. Duties and Dilemmas

- a) Power
- b) The Law
- c) Regulators
- d) Independence
- e) Censorship in developing nations
- f) The myth of objectivity
- g) Internal pressures on reporting
- h) Impartiality Under fire

IX. Making the programme fit

- (a) Backtiming
- (b) Cutting
- (c) Filling

X. The Magazine Programme

- (a) Types
- (b) variety of sources of items
- (c) Presentation

XI. Editing Skills

- (a) Reasons for editing
- (b) Basic Principles
- (c) Types of Editing
- (d) Adobe Audition Software

13) Prescribed Texts

Boyd, A., (2001). *Broadcast Journalism: Techniques of Radio and Television News, Fifth Edition*. Oxford: Focal Press.

White, T., & Barnas, F., (2010). *Broadcast News Writing, Reporting, and Producing: Fifth Edition*. Amsterdam: Focal Press.

Mencher, M, (2011), M, *News Reporting and Writing: Twelfth Edition*, New York: McGraw-Hill.

Lugmayr, A., and Dal Zotto, C. (2016). *Media Convergence Handbook - Vol. 1: Journalism, Broadcasting, and Social Media Aspects of Convergence*. Berlin: Springer-Verlag.

14) Recommended Readings

Boyd, A., (2001). *Broadcast Journalism: Techniques of Radio and Television News, Fifth Edition*. Oxford: Focal Press.

White, T., (2005). *Broadcast News Writing, Reporting, and Producing: Fourth Edition*. Amsterdam: Focal Press.

Bran, S., D., D., (2010). *Mass Communication Theory Foundations, Ferment and Future*. London: Wadsworth Publishing Co. International.

Paddy, S., (2008). *Media and Communication*. London : McGraw Hill Higher Education,

1) Programme	Bachelor of Arts in Journalism
2) Course Title	Research Methodology
3) Course Code	BAJ 312
4) Year	Three
5) Presented to	Senate
6) Presented by	School of Management
7) Number of Lectures per Week	2 x 1 hours (semester 1)
8) Number of Tutorials per Week	2x1 hours (semester1)
9) Methods of Assessment	40% Course Work 60% Final Examinations

10) Course Aim

To equip students with knowledge and skills in research methodology that will assist them

conduct research and present ideas in a coherent way.

11) Learning Outcomes

By the end of the course students should be able to:

- explain steps in carrying out research
- discuss qualitative and quantitative research methods
- explain sampling and sampling methods
- carry out relevant literature review
- explain data collection methodology and preparation of data collection tools
- analyse qualitative and quantitative research data
- present both quantitative and qualitative research findings

12) Topics of Study

I. Introduction to Research Methodology

- (a) Defining Research
- (b) Types of Research
- (c) Role of Business Research
- (d) Theory Building
- (e) Ethical Issues in Business Research

II. Research Design Process

- (a) Step 1: Define the research problem
- (b) Step 2: Generate hypotheses
- (c) Step 3: Select type(s) of study appropriate to the problem
- (d) Step 4: Select the data collection methods
- (e) Step 5: Select the measurement technique
- (f) Step 6: Select the sample
- (g) Step 7: Select the analytical technique
- (h) Step 8: Develop work plan and budget
- (i) Step 9: Prepare the research proposal

III Writing the Research Proposal

- (a) Introduction
- (b) Background to the study
- (c) Statement of Research Problem
- (d) Key Research Questions
- (e) Research Objectives
- (f) Justification of the Study
- (g) Literature Review
- (h) Conceptual Framework
- (i) Research Methodology
- (j) Data Analysis and Interpretation
- (k) Limitation of the Study
- (l) Time Scale
- (m) Resources
- (n) References

IV Types of Survey

- (a) Telephone
- (b) Pilot
- (c) Mail

- (d) Diaries
- (e) Interviews
- (f) Questionnaires

V.Sampling

- (a) Concept of sample and sampling
- (b) Sampling process and problems
- (c) Types of samples: probability and non- probability sampling
- (d) Determination of the sample size
- (e) Sampling and non-sampling errors

VI. Measurement and Scaling

- (a) Variable and its types
- (b) Nature of measurement
- (c) Reliability and validity
- (d) Nature of scaling
- (e) Response methods,
- (f) Scale construction

VI. Data Sources

- (a) Primary and secondary data
- (b) Types of secondary data
- (c) Advantages of using secondary data
- (d) Disadvantages of using secondary data

VII. Significance

- (a) Univariate Statistics
- (b) Bivariate Relationships
- (c) Correlation Analysis
- (d) Regression Analysis

VIII. Data Collection

- (a) Methods of collecting primary data
- (b) Questionnaire designing
- (c) Research interview
- (d) Exploration and use of secondary data
- (e) Coding, editing, and tabulating
- (f) Observations
- (g) Focus Groups
- (h) Documents and Records

VIII Data Analysis

- (a) Data cleaning

- (b) Presenting data in tables, graphs and diagrams
- (c) Use of descriptive and inferential statistical techniques in data analysis and interpretation of results
- (d) Concept and importance of qualitative data analysis

IX. Presentation of Dissertation and Thesis

- (a) Report format
- (b) Referencing
- (c) Appendices

13) Prescribed Texts

Saunders, M, Lewis, P and Thornhill, A (2006) *Research Methods for Business Students*. London: McGraw Hill Higher Education.

Davis, D.L., (2013) *Business Research for Decision Making*, Info Trac, Brooks/Cole

Gill, J., (2010) *Research Methods for Managers*. London: Sage Publications Limited.

Zikmund, W (2010) *Business Research Methods*. New York: The Dryden Press.

14) Recommended Texts

Gill, J. and Johnson, P. (2009) *Research Methods for Managers*. London: Paul Chapman Publishing Ltd.

Bell, J, (2006), *Doing Your Research Project*. Ireland: Obeg University Printers

1)	Program	Bachelor of Arts in Journalism
2)	Course	Editorial Writing
3)	Code	BAJ 313
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) Course Aim

The course is aimed at drilling students in the art and science of column and opinion writing from corporate and individual perspectives.

11) Learning Outcomes

By the end of the course students should be able to:

- a) discuss the agenda-setting role of the press
- b) initiate public debates and measuring the effects of such debates in the market place of ideas.
- c) evaluate types, determinants, audience and persuasive techniques of editorials.

12 Topics of Study

I. Editorials

- (a) Meaning of Editorials
 - Definition of Editorial
 - History of Editorial
 - Nature of Editorials
 - Public Opinion and the Editorial
- (b) Qualities of Editorials
 - Qualities of a Good Editorial
- (c) Public Opinion and Editorials
 - Definitions of Public Opinion
 - Importance of Public Opinion
 - Formation of Public Opinion
 - Opinion Functions of Editorials
- (d) Editorials and Other Forms of Writing
 - Editorials and News
 - Editorials and Features
 - Editorials and columns
- (e) Types of Editorial
 - Interpretative Editorials
 - Controversial Editorials
 - Explanatory Editorials

II. Editorial Materials

- (a) Sourcing the Editorial Materials
 - Importance of Research in Editorial Writing
 - Sources of Editorial Materials

- Testing the Materials\
- (b) Editorial Audience
 - How to Write an Editorial
 - Editorial Audience
- (c) Qualities of Editorial Writers
 - Definition of Editorial Writers
 - Qualities of Good Editorial Writers
- (d) The Editorial Board
 - Key Concepts in Editorial Writing
 - Editorials Board
- (e) Techniques in Editorial Writing
 - Definition of Persuasion
 - Laws of Persuasion
 - Persuasive Techniques in Editorial Writing
 - Relevance of propaganda to Editorial Writing
 - Propaganda Techniques in Editorial Writing

III. Editorial Subject

- (a) Determinants of Editorial Subject
 - Guides for Good Editorial Writing
 - Determinants of Editorial Subjects
- (b) Classification of Editorials
 - Reasons for Classification of Editorials
 - Classification of Editorials
- (c) Structure of an Editorial
 - The Structure of an Editorial
- (d) Pitfalls in Editorial Writing
 - Importance of Focus in Editorial Writing
 - Pitfalls in Editorial Writing
- (e) Ethics of Editorial Writing

- Definition and History of Ethics
- Ethics of Editorial Writing

IV. Editorial Page

- (a) The Editorial Page
 - Meaning of Editing
 - Need for Editing
 - Hints on Editing the Editorial Page
- (b) Editing the Editorial
 - Value of Editorials
 - Differences between Print and Broadcast Editorials
- (c) Editorial Writing and Economy
 - Impact of Editorial on the Economy
 - Samples of Editorials on Economic Issues
- (d) Editorial Writing, Politics and Governance
 - Relevance of Editorials to Politics
 - Relevance of Editorials to Governance
 - Some Selected Editorials of Politics and Governance

13) Prescribed Texts

Le, E, (2010). *Editorials and the Power of Media_ Interweaving of Socio-Cultural Identities*. Amsterdam : John Benjamins Publishing Company.

Yung, Y (2014). *Basics of Organizational Writing_ A Critical Reading Approach: A Critical Reading Approach*. Berlin: International Academic Publishers.

Sugarman,J (2007). *Copywriting Handbook*. New Jersey : John Wiley & Sons, Inc.

The Daily Times Editorials

Malawi News Editorials

The Nation Editorials

The Weekend Nation Editorials

14) Recommended Readings

McQuail, D. (2005). *McQuail's Mass Communication Theory*. 5th Edition. London: Sage Publications

Ukonu, M. (2005). *Fundamentals of Editorial Writing*. Nsukka: Multi Educational and Services Trust.

Ate. A.A (2007). *Editorial Writing: An Academic and Professional Approach*. Akure: Pamma Press Ltd

1)	Program	Bachelor of Arts in Journalism
2)	Course	Media and Web Development
3)	Code	BAJ 314
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The aim of the course is to assist students have a broader understanding of the variety of instructional media that are available.

11) Learning Outcomes

By the end of the course students should be able to:

- create, design and produce digital media programs including sound, video, graphics, text, animation and motion graphics.
- demonstrate effective use of tools for interactive multimedia production including storyboarding, visual development, project management and web processes.
- demonstrate knowledge of web design and languages, including HTML, and utilize web design software to develop web pages.
- apply principles and elements of design using images, hyperlinks, tables, forms, and cascading style sheets.

12) Topics of Study

I. Web Design Principles

- Basic principles involved in developing a web site
- Planning process 1.3 Five Golden rules of web designing
- Designing navigation bar

- (d) Page design
- (e) Home Page Layout
- (f) Design Concept.

11. Basics in Web Design

- (a) Brief History of Internet
- (b) What is World Wide Web
- (c) Why create a web site
- (d) Web Standards
- (e) Audience requirement.

III. Introduction to HTML

- (a) What is HTML
- (b) HTML Documents
- (c) Basic structure of an HTML document
- (d) Creating an HTML document
- (e) Mark up Tags
- (f) Heading-Paragraphs
- (g) Line Breaks
- (h) HTML Tags.

IV. Elements of HTML

- (a) Introduction to elements of HTML
- (b) Working with Text
- (c) Working with Lists, Tables and Frames
- (d) Working with Hyperlinks, Images and Multimedia
- (e) Working with Forms and controls.

V. Introduction to Cascading Style Sheets

- (a) Concept of CSS
- (b) Creating Style Sheet
- (c) CSS Properties
- (d) CSS Styling(Background, Text Format, Controlling Fonts)
- (e) Working with block elements and objects
- (f) Working with Lists and Tables
- (g) CSS Id and Class
- (h) Box Model(Introduction, Border properties, Padding Properties, Margin properties)

- (i) CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector)
- (j) CSS Color
- (k) Creating page Layout and Site Designs.

VI. Introduction to Web Publishing or Hosting

- (a) Creating the Web Site
- (b) Saving the site
- (c) Working on the web site
- (d) Creating web site structure
- (e) Creating Titles for web pages
- (f) Themes-Publishing web sites

14) Prescribed Texts

Kogent (2003) *HTML 5 in simple steps: A beginner's guide to HTML*, John Wiley & Sons

Murray, T and Lynch, B.U. (2002) *Creating a Web Page and Web Site*, College Press

14.) Recommended Readings

Schafer, S.M (2010) *HTML, XHTML, and CSS Bible, 5ed*, John Wiley & Sons

Duckett, J. (2004) *Beginning HTML, XHTML, CSS, and JavaScript*, John Wiley & Sons

Pouncey, I. and York, R (2004) *Beginning CSS: Cascading Style Sheets for Web Design*, John Wiley & Sons

Kogent Learning (2003) *Web Technologies: HTML, JavaScript*. John Wiley & Sons

2)	Course	MEDIA LAW
3)	Code	BAJ 315
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

To equip students with knowledge of principles and aspects of media Laws that will enable them make sound and informed judgments in the legal environment in which media functions.

11) Course objective

By the end of the course students should able to:

- a) discuss Law and the Legal System in Malawi
- b) write About the Courts
- c) analyze defamation and Malicious Falsehood
- d) apply Privacy, Confidentiality and Copyright law
- e) apply Broadcasting and Photograph Law

12. Topics of Study

I. Law and the Legal System in Malawi

- (a) The legal environment in the context of business
- (b) Sources of law
- (c) The Malawi Legal System and Public Policy Formulation
- (d) The Judicial System – its organizations and operations
- (e) Administrative law
- (f) The law of Anti-Corruption Bureau
- (g) The Human Rights and English Law

II. Writing About the Courts

- (a) Contempt of Court
- (b) Access to the Courts
- (c) General Reporting Restrictions
- (d) Reporting Restrictions

- (e) Reporting Inquests
- (f) Reporting Tribunals and Inquiries
- (g) Challenging Reporting Restrictions

III. Defamation and Malicious Falsehood

- (a) Defamation
- (b) Defenses and Remedies for Defamation
- (c) Malicious Falsehood

IV. Privacy, Confidentiality and Copyright

- (a) Confidentiality and Privacy
- (b) Trespass and Harassment
- (c) Protecting Sources; Data Protection
- (d) Copyright

V. Reporting Government and Business

- (a) Official Secrets
- (b) Reporting Local Government
- (c) Reporting Elections
- (d) Freedom of Information
- (e) Writing about Business

VI. Broadcasting and Photograph

- (a) Television and Radio (Communications Act, 1998)
- (b) Photography

VII. Other Laws that impede Media Freedom in Malawi

- (a) The Police Act
- (b) Malawi Prisons Act
- (c) Other laws.

1) Prescribed Texts

The Constitution of Malawi, 1995.

The Communications Act, 2016.

The Police Act (Malawi)

Malawi Prisons Act

Copyright Act, 2016.

Malawi Electoral Laws

The Penal Code (Malawi)

Calvert, C., Kozlowski, D.V., & Silver, D., (2018). *Mass Media Law*. Twentieth Edition. New York: McGraw-Hill Education.

Moore Michael, R.L, and Murray, D., (2008). *Media Law and Ethics*. New York: Lawrence Erlbaum Associates.

15) Recommended Readings

Machika, M.R.E, (1983) *The Malawi Legal System:An Introduction*, Zomba, and University of Malawi.

Sykes , G., (2010). *Courting the Media: Contemporary Perspectives on Media and Law*. New York: Nova Science Publishers, Inc.

Chikaya-Banda, J., (2012). *Duty of Care: Constitutional and law reform, in Malawi*. London: Africa Research Institute.

The Law Society of New South Wales. (2010). *International Law: The Practitioner's Guide to International law*. Riverwood: Ligare Pty Ltd,

Parkinson, G.H., (1861). *A Handbook for the Common Law Judges*. London: c. Roworth and Sons, Bell Yard, Temple Bar. Digitized by GOOGLE.

Quinn, F., (2011) *Law for Journalists*, Pearson Education Limited, Essex

1)	Program	Bachelor of Arts in Journalism
2)	Course	Advanced English for Academics
3)	Code	BAJ 316
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The aim of this course is to build the students' advanced academic essay writing skills and equip them with effective oral, written and reading skills for effective academic communication.

11) Learning Outcomes

By the end of this course the student should be able to:

- a) Get an in depth understanding of arguments in essays
- b) write very good essays
- c) use required referencing styles
- d) present arguments using fallacies

12) Topics of Study

I. Fundamentals of solid preparation

- a) Understanding the undergraduate writing culture
- b) Mastering disciplinary writing practices
- c) Treating information critically

I. Writing in college

- a) Expository writing
- b) Definitional paragraphs
- c) Explanation and description
- d) Argumentation and persuasion
- e) Comparison and contrast

II. Referencing and plagiarism

- a) Plagiarism and its effects
- b) Referencing styles
 - i. APA

- ii. Harvard
- iii. Chicago
- iv. MLA

c) Footnotes and endnotes

III. Fallacies

- a) Hasty generalization
- b) Ad hominem
- c) Appeal to pity
- d) Begging the question
- e) Red herring
- f) Non sequitur
- g) Fallacy fallacy/ argument from fallacy

IV. Developing text

- a) Manipulating sentence structure
- b) Effective paragraph development
- c) Strategies for linking paragraphs
- d) Deductive, inductive and mixed paragraphs
- e) Development of ideas (Signpost words)
- f) The 'discards' file
- g) Improving overall structure

V. Essay argumentation

- a) The research essay as formal argument
- b) Decoding the meaning of argument
- c) Basic criteria applied in assessing essays
- d) Argumentation: Cogent reasoning

VI. The Thesis

- a) Introduction
- b) Literature review
 - i. Purpose and function of literature review
 - ii. Information mining.
 - iii. Exploiting library and internet sources
 - iv. Strategically managing the reading
- c) Research proposal
 - i. The different purposes of proposals
 - ii. Focusing on and developing a proposal
- d) The thesis
 - i. Managing the project

- ii. Expectations of theses
- iii. Structuring the thesis
- iv. Chapter structuring options
- v. The thesis abstract

13) Prescribed Texts

Craswell, G. and Poore, M. (2005) *Writing for Academic Success*. London: Sage Publications.

Mbano, Z. (2008) *English Language Skills: A Handbook for College Students*, Zomba, Chancellor College Publications

14) Recommended Readings

Clouse, B.F. (2010). *Patterns for a Purpose: A Rhetorical Reader* (6th Edition). New York McGraw Hill.

Crucius, T W and Channell, C E. (2000). *The Course Aim of Argument: A Rhetoric and Reader* (3rd Edition) California Mayfield.

Lagan, J (2002) *English Skills with Readings*. (5th Edition). Boston McGraw Hill.

Lannon, M.J. (1988). *The Writing Process* (6th Edition). Longman New York.

Ridley, D. (2006). *The Literature Review*. Jersey Prentice Hall

YEAR THREE

SEMESTER TWO

1)	Program	Bachelor of Arts in Journalism
2)	Course	Writing, Editing and Reporting
3)	Code	BAJ 321
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) Course Aim

The course aims at enhancing students' knowledge and skills in writing, editing and Reporting.

11) Learning Outcomes

By the end of the course students should be able to:

- a) explain meanings the principles of reporting
- b) use appropriate newspaper language
- c) discuss newspaper structure
- d) apply different interviewing styles to gather news

12) Topics of Study

I. General Introduction

- a) **What is News? /Elements of News Values and News Virtues**
- b) **Qualities of a News Reporter**
- c) **What Motivates a News Reporter?**
- d) **General Rules for News Writing**

II. Gathering News

- (a) News Room

- (b) Contacts and Calls
- (c) Investigative Reporting
- (d) Developing Story Ideas
- (e) Chasing Facts
- (f) Making Inquiries
- (g) Taking Notes

III. Interviewing

- (a) Preparation
- (b) Coaxing Answers
- (c) The Dos and Don'ts
- (d) Types of interview questions
- (e) Telephone Interviews
- (f) Controversial Interviews
- (g) Failed Interviews

IV. News Writing and Reporting for the Print Media

- (a) **The Lead**
- (b) **The Story Structure/Components of the Story**
- (c) **Types of News Stories**
- (d) The Qualities of a Good News Story**
- (e) Reporter's Checklist**

V. Newspaper Language

- (f) Newspaper English
- (g) Journalese
- (h) Sequence and Structure
- (i) Storytelling Techniques
- (j) Bad Habits

VI. News Writing and Reporting for the Broadcast Media

- a) **Criteria for Selecting Broadcast Stories**
- b) **Style**
- c) **Features/Structure of a Broadcast News Story**
- d) **Writing a Broadcast Copy**

VII. Principles of reporting and Re-writing

- (a) The Right Angle
- (b) Style
- (c) Opening Sentence
- (d) Grabbing the Reader
- (e) Order of Facts
- (f) Quotes
- (g) Presentation
- (h) Principles of reporting
- (i) Functions and responsibilities.
- (j) Care in writing the news.
- (k) Care in writing the lead
- (l) The body
- (m) Techniques of re-writing

VIII. Specialized Reporting

- a) Introduction to Specialized Reporting**
- b) Reporting from the Beats**
- c) Online Reporting**
- d) Follows**

IX. Advanced Reporting

- a) Science and Technology Reporting**
- b) Reporting Sports**
- c) Political Reporting**
- d) Economy and Business Reporting
- e) Reporting Crime, Accidents and the Courts

X. Editing

- a) Nature and Need for Editing.
- b) Principles of Editing
- c) The Editorial Desk.
- d) Functions of the Editorial Desk.
- e) Copy-Editing Preparation for Press
- f) Copy Selection

- g) Copy Tasting

XI. Reporting and Technology

- a) Computer Aided Editing
- b) Advantages of Computer Aided-Editing
- c) Editing Software Packages.

13) Prescribed Texts

Musburger ,R.B, (2007). *An Introduction to Writing for Electronic Media_ Scriptwriting Essentials Across the Genres*. AMSTERDAM: Focal Press.

Smith, B, (2003). *Proofreading, Revising, & Editing Success*. New York: LearningExpress.

Friedmann , A, (2010). *Writing for the Visual Media: Third Edition*. Amsterdam: Focal Press.

Stovall, J.G., (2015). *Writing for the Mass Media: Ninth Edition*. New Jersey: PEARSON.

White, T and Barnas, F, (2010). *Broadcast News Writing, Reporting, and Producing, Fifth Edition*. London: Focal Press.

Mencher, M. (2011). *News Reporting and Writing: Twelfth Edition*. New York: McGraw-Hill.

14) Recommended Readings

Foster. J (2005). Effective Writing Skills for Public Relations: Third Edition. London: CIPR.

Dominick, J.R., (2005). *The Dynamics of Mass Communication: Media in the Digital Age*. Boston: McGraw-Hill.

Rodman, G. (2010) *Mass Media in a Changing World*. London: McGraw Hill Higher Education.

Eadie, W.F., (2009). *21st Century Communication: A Reference Handbook Volume 1&2*, London: SAGE Publications.

Sugarman, J. (2007). *The Adweek Copywriting Handbook : The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. New Jersey: John Wiley & Sons, Inc.

Bly, R. W. (2005). *Copywriter's Handbook: A Step-by-Step Guide to Writing Copy that Sell. 3rd edition*. New York: Owl Books.

1)	Program	Bachelor of Arts in Journalism
2)	Course	Critical Writing and Reviewing
3)	Code	BAJ 322
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10. Course Aim

The aim of this course is to expose students to the general principles and practices of critical writing and reviewing.

11) Learning Outcomes

By the end of the course students should be able to:

- (a) explain how to appreciate fine and popular arts.
- (b) apply the basic principles of criticism in reporting and evaluating fine and popular arts
- (c) discuss the approaches, components and techniques of critical writing.
- (d) discuss how to write critical articles and reviews on fine and popular arts.

12. Topics of Study

I. Critical Writing

- (a) Meaning of Critical Writing

- Definition of Critical Writing
- What it Means to be Critical

- (b) Critical Writing and Critical Thinking
 - Definition of Critical Thinking
 - Requirements for Effective Critical Thinking
 - Critical Writing and Thinking

- (c) Critical Writing and other Forms of Writing
 - Critical Writing and Broadcast Commentary
 - Critical Writing and Editorial
 - Critical Writing and News Writing
 - Critical Writing and Feature Writing
 - Critical Writing and Column Writing

II.Criticism

- (a) Functions of Criticism
 - The Function of Information
 - The Function of Influence
 - The Function of Promotion
 - The Function of Advertising

- (b) Theories of Criticism
 - The Authoritarian Theory
 - The Impressionistic Theory

- (c) Approaches to Criticism
 - Moral Approach
 - Psychological Approach
 - Sociological Approach
 - Formalistic Approach
 - Archetypal Approach

III. Components of Criticism

- (a) Components of Criticism: The Critic
 - The Critic's Background
 - The Critic's Attitude

- (b) Components of Criticism: Direct Data
 - Material
 - Form
 - Workmanship
- (c) Components of Criticism: Indirect Data

IV. Review

- (a) Writing a Review
 - Writing the Review
 - Preparation of Copy
- (b) Writing a Critical Article
 - The Critical Article and the Critic
 - Writing a Critical Article
- (c) The Reviewer and the Critic
 - The Reviewer
 - The Critic
- (d) The Critical Writer's Style
 - The Critic's Style
 - The Tone of Criticism
 - Developing your Style

V. Types of Reviews

- (a) Reviewing the Fine arts
 - Reviewing the Fine Arts
 - The Art Review
- (b) Reviewing Books
- (c) Reviewing Stage Play or Drama
- (d) Reviewing Music
- (e) Reviewing Television and Motion Pictures
 - Reviewing Movies
 - Reviewing Television Programs\

13) Prescribed Texts

Allen, M. (2004). *Smart Thinking: Skills for Critical Understanding and Writing*. (2nd Ed.). Melbourne, Australia: Oxford UP.

Cottrell, S. (2005). *Critical Thinking Skills: Developing Effective Analysis and Argument*. Basingstoke, England: Palgrave MacMillan

14) Recommended Readings

Facione, P. (2006). *Critical Thinking: What it is and why it Counts*. Millbrae, C.A.: Insight Assessment and California Academic Press

Fisher, A. (2001). *Critical Thinking: An Introduction*. Cambridge: Cambridge University Press

1) Program	Bachelor of Arts in Journalism
2) Course	Photojournalism
3) Code	BAJ 322
4) Year	Three
5) Presented to	Senate
6) Presented by	School of Management
7) Contact hours	2x1 hours per week
8) Tutorial	2X1 hours per week
9) Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The aim of this course is to provide the foundation for students and practitioners in the field to become a photojournalist. It treats all the fundamental principles of writing and reporting in pictures for the mass media.

11) Learning Outcomes

By the end of the course students must be able to:

- discuss the history and development of photojournalism
- explain the basic principles of photo journalistic writing
- write news stories of any kind by applying the principles of photojournalistic writing
- apply ethical judgment in photojournalism
- state the relevant laws that affect the photo journalism practice every day.

12) Topics of Study

I. Photography as a Profession

- (a) History and definition of photography
 - What is Photography?
 - Types of Photographs
 - History of Photography
- (b) Photography: a profession or craft
 - Photography as a profession
 - Photography as an Art
 - Why Photography
 - Education and Training in Photography
 - Photography in Malawi
- (c) Professional photographers
 - Who is a professional Photographer?
 - Photography and the law
- (d) Types and forms of pictures in mass media
 - Picture and the Mass Media
 - Function of pictures in Photo-Journalism
 - News photojournalism

II. Photography and Journalism

- (a) A professional photojournalist
 - Who is a professional Photo-Journalist?
 - Types of Photo-Journalists
 - Qualities of a professional Photo-Journalist
 - Photo-Journalists and Beat Assignment
- (b) The place of photography in journalism
 - Why do the media publish photographs?
 - Who is a photojournalist
 - What is expected of a photojournalist

III. Photography Tools

- (a) Camera types and parts

- Types of Photo Camera
 - Parts of camera
 - Camera support
 - Camera technique
- (b) Professional photo studio
- The photo studio
 - Setting up a studio

IV. Photo Editing and Publication

- (a) Photo Editing: Meaning and Origin
- Understanding Photo Editing in Mass Media
 - Origin and Definition of Photo Editing
 - Reasons for Photo Editing
- (b) Editing Concepts in Photo-Journalism (1)
- Captioning
 - Blurring
- (c) Editing Concepts in Photo-Journalism (2)
- Scaling cutting and fixing
 - Bleeding
 - Flopping
 - Retouching
- (d) Computer and Adobe Photoshop
- Adobe Photoshop
 - Microsoft Picture Manager

V. Photojournalism Law and Ethics

- (a) Ethics of Photojournalism
- Understanding Ethics of Photojournalism
 - The Code of Photojournalism Ethics
- (b) Photojournalism and law
- Photography and Copyright Law
 - Photography and Obscenity
 - Photography and Sedition

- Photography and Invasion of privacy

13) Prescribed Text

Ciaglia, J. Et Al (2004). *Absolute Beginner's Guide to Digital Photography*. Indiana: Que Publishing

Wells, L (2015). *Photography: A Critical Introduction. Fifth Edition*. New York: Routledge

14) Recommended Readings

Ojomo, O.W (2008). *Introductory Photography and Photojournalism*. London: Coranate Books

Black and White Photography –Anew Free Guide

Asemah, Ezekiel. S. and Gabriel, A.(2021) A Guide to Photojournalism. Jos University Press

1)	Program	Bachelor of Arts in Journalism
2)	Course	Media Ethics and Issues
3)	Code	BAJ 324
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) Course Aim

Journalists are confronted with ethical dilemmas on a routine basis that can challenge their personal and professional ideologies. This course explores the myriad of gray areas that dominate the way journalists work and live. It is designed to help students understand the ethical implications of the choices journalists make while empowering them to navigate

the
ever changing field.

A student will have an understanding of the historical and current ethical issues facing the media industry and also an Insight into editorial decision-making and regulatory standards of media producers. A student will be able to analyze Comprehension of the institutional, societal, and individual pressures that contribute to ethical decisions and lapses

11) Learning Outcomes

By the end of the course students should be able to:

- a) Identify the basic tenants of journalism ethics and current ethical issues in the field.
- b) Demonstrate ways to personally apply ethics in everyday news work.
- c) Engage in critical thinking and evaluation;
- d) Analyze major case studies of journalism ethics.
- e) Relate the intersection of journalism ethics and media law.
- f) Understanding of the impact of ethical versus unethical behaviour on the part of the media
as it relates to democracy, journalistic practice, and public trust.

12) Topics of Study

I. Ethics in the Media

- (a) What are ethics in Journalism?
- (b) Some Basic Codes of Ethics in Journalism
- (c) Standard Ethical Principles for Journalists
- (d) The look of Ethical Journalism in Practice

II. Fake News and Alternative Facts

- (a) What is Fake News
- (b) How to Spot Fake News
- (c) Misinformation and Information Disorder
- (d) Fake News in the News
- (e) Tips for Evaluating Information

III. Private Companies, Capitalism and Marketplace

- (a) Journalists and Whistleblowers
- (b) Wrong Doings by Big and Powerful Companies
- (c) Big Corporates and Escaping Media Scrutiny

IV. Unattributed Sources

- (a) The Use of Anonymous Sources

- (b) Skepticism of unnamed Sources
- (c) Confidentiality
- (d) Guidelines for Using Anonymous Sources

V. Privacy

- (a) Weighing Privacy Against the Public Interest
- (b) Crime and Anti-Social Behaviour
- (c) Privacy and Corruption or Injustice
- (d) Privacy and Incompetence or Neglect

VI. Media Bodies and Individual Journalist Ethics and Practice

- (a) The Media Council of Malawi Code of Ethics and Professional Conduct
- (b) The role of Media Institute of Southern Africa (MISA) Malawi on ethics.

VII. Dealing with Minors and the Vulnerable

- (a) Dealing with Children as sources
- (b) Dealing with victims of a crime
- (c) Safeguarding the minors and the vulnerable

VIII. Crime and the Media

- (a) The Relationship between Journalists and Police.
- (b) The glamorization of criminals and the dangers to reporters
- (c) The watchdog role of the media

IX. Social Media Ethics

- (a) Media Council of Malawi
- (b) Malawi Communication Regulatory Authority
- (c) The watchdog role of the media

X. Crossing the Line

- (a) Does the end justify the means?
- (b) Examining where journalists break the rules in order to break the story.

XI. Commercialization

- (a) How advertising bypasses the critical process of journalism and speaks directly to the consumer
- (b) Decoding the imagery presented to understand what the advertisers are selling

XII. Censorship

- (a) Media Censorship
- (b) What are the ethical implications for democracy?

McBride, K., and Rosenstiel, R., (2013). *The New Ethics of Journalism: Principles for the 21st Century*. London :CQ Press

Moore Michael, R.L, and Murray, D., (2008). *Media Law and Ethics*. New York: Lawrence Erlbaum Associates.

Sanders, K. (2003). *Ethics & Journalism*. London; Thousand Oaks, Calif: Sage.

Todorov, T. (2009). *In Defence of the Enlightenment*. London: Atlantic Books.

14) **.Recommended Reading**

Barnes, J. (2001). *Aristotle: A Very Short Introduction*. Oxford: Oxford University Press.

Bernays, E.L. (2004) . *Propaganda*. New Ed ed. Brooklyn, NY 11238: Ig Publishing.

Blackburn, S. (2009). *Ethics: A Very Short Introduction*. Oxford: Oxford University Press..\

Harcup, T. (2007). *The Ethical Journalist*. 1st ed. London; Thousand Oaks, CA: SAGE Publications

Herman, E.S. and Chomsky, N. (2002). *Manufacturing Consent: the Political Economy of the Mass Media*. New York: Pantheon Books.

1)	Program	BA IN JOURNALISM
2)	Course	WORLD POLITICAL SYSTEMS
3)	Code 325	BAJ
4)	Year	Three
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) **Course Aim**

This course introduces students to the theories and methods of comparative analysis, the diversity of different political systems across the world, the formal and informal features of political actors, institutions, cultures and economies, while drawing upon a wide number of case study countries.

11) **Learning Objectives**

By the end of the course students should be able to:

- a) Understand the importance and utility of the comparative method in political science, be able to apply different theoretical frameworks and analytical toolkits to case study countries, compare and contrast the distinctive features of different political systems, evaluate and explain the development of political actors, institutions, cultures and economies, and reflect critically on the strengths and weaknesses of comparative analysis.

12) Topics of Study

1. Introduction to Comparative Politics

- a) Introduction
- b) Transition to democracy and democratic backsliding
- c) Social cleavages and political conflict
- d) Actors and structure: Theories in comparative politics
- e) Comparative methods

2. Greek Political Thoughts and Institutions

- (a) Politics and Society in Ancient Greece
- (b) Politics and Constitution
- (c) Sparta
- (d) Some Ancient Greek Politicians
- (e) The City State

3. Perspectives of Ancient Philosophers

- (a) Ethics of Power in Machiavelli's The Prince
- (b) Thomas Hobbes, Leviathan
- (c) John Locke's True End of Government
- (d) Jean Jacques Rousseau's The General Will
- (e) Plato and Aristotle's Political Writings

4. Political Ideologies

- a) Liberalism
- b) Conservatism
- c) Socialism
- d) Fascism
- e) Feminism

5. Institutions

- a) Direct Democracy
- b) Forms of government
- c) The formation of governments
- d) Parliaments
- e) Constitution and judicial power
- f) An example of research in comparative politics

6. Participation, Voting and Elections

- a) Political culture and political participation
- b) Representation
- c) Electoral systems
- d) Political parties
- e) Party systems

7. Policy and Political Challenges

- a) Behavioural challenges and nudges
- b) Policy disasters and successes
- c) Collective action and climate change policy
- d) Urban riots and public policy
- e) Anti-politics, social media and political turbulence

13) Prescribed Texts

Jones, N.F., (2008). *Politics and Society in Greece*. London: Praeger

Hobbs, T., (1986). *The Prince*. London: Encyclopedia Britannica, Inc.

Caramani, D., (2020). *Comparative Politics*. Oxford: Oxford University Press

Joseph, K.K, (2016) *Introduction to Comparative Politics: Political Challenges and Changing Agendas*. Boston: Cengage Learning.

Hont, I., (2015). *Politics in Commercial Society*. London: Harvard University Press.

GRIGSBY, E. (2012). *Analyzing Politics: An Introduction to Political Science. Fifth Edition*. New York: Wadsworth

14) Recommended Readings

Scott, Z. and McLoughlin, C., (2014). *Political Systems: Topic Guide*. Birmingham: GSDRC, University of Birmingham.

Caramani, D. ed. (2014) *Comparative Politics Third Edition*. Oxford: Oxford University Press

Hague, R. and Harrop, M. (2013) *Comparative Government and Politics: An Introduction Ninth Edition*. Basingstoke: Palgrave Macmillan

Clark, W.R, Golder, M., and Golden, S. (2012) *Principles of Comparative Politics Second Edition*. CQ

Lijphart, A. (2012) *Patterns of Democracy: Government Forms and Performance in Thirty-Six Countries Second Edition*. New Haven: Yale University Press.,

YEAR FOUR

SEMESTER ONE

1) Program	BA in Media and Communication
2) Course	LITERATURE
3) Code	BAJ 411
4) Year	FOUR
5) Presented to	Senate
6) Presented by	School of Management
7) Contact hours	2x1 hours per week
8) Tutorial	2X1 hours per week
9) Method of Assessment	60% Examinations
	40% Course work (Assignments)

10. COURSE AIMS

The aims are to help you understand the concept of literature and literary criticism. These broad aims will be achieved by:

- Introducing you to the study of literature and literary criticism
- Familiarizing you with the unique characteristics of literature and literary criticism
- Acquainting you with the unique procedure that will enable you read, appreciates and analyze literary texts
- Preparing you for further studies in literature and literary criticism.

11. COURSE OBJECTIVES

On your successful completion of this course, you should be able to:

- Define literature and literary criticism.
- Discuss the concepts and principles that you need for the study and enjoyment of literary works.
- Recognize the techniques needed in literary criticism
- Analyze any literary texts
- Appreciate any literary work.
- Explain the different genres of literature.

12) Topics of Study

9. Concepts and Definition

- f) Introducing Literature: Definitions and Forms
- g) Introducing Literature: Its Characteristics I
- h) Introducing Literature: Its Characteristics II

10. Convention and Techniques

- d) Introducing Prose Works: Characteristics and Techniques
- e) Introducing Prose Works: Prose Fiction
- f) Introducing Prose Works: Non-Fiction

11. Introducing Prose

- a) The Nature of Drama
- b) Dramatic Elements and Device
- c) Tragedy
- d) Comedy and Tragicomedy

12. Introducing Poetry

- f) Introduction to Poetry: Origin, Form and Structure
- g) Language of Poetry
- h) Introduction to Literary Appreciation of Poetry
- i) Introduction to African and Non-African Poetry
- j) Appreciating a Poem

13. An Overview of Malawian Literature

- d) Historical background
- e) The Current state
- f) Selected Literally Books by Malawian writers

13) Prescribed Texts

Bannet, A and Royle, M (2004). *Introduction to Literature, Criticism and Theory: Third Edition*. London: Pearson.

Wainwright, J, (2004). *Poetry: The Basics*. New York: Routledge

Hand, R, (2004). *The Routledge Handbook of Greek Mythology*. London: Routledge

Leech, G, & Short, M, (2007). *Style in Fiction: A Linguistic Introduction to English Fictional Prose. Second Edition*. London: Pearson Education Limited

14) Recommended Readings

Delphi Classics (2011). *The Complete Works of William Shakespeare. Volume 4*

1)	Program	Bachelor of Arts in Journalism
2)	Course	Radio Studio Production
3)	Code	BAJ 412
4)	Year	Four
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week

- | | |
|--------------------------------|--------------------------------------|
| 8) Tutorial | 2X1 hours per week |
| 9) Method of Assessment | 60% Examinations |
| | 40% Course work (Assignments) |

10) Course Aims

The course aims at enhancing students' skills of radio studio production.

11) Learning Outcomes

By the end of the course students should be able to:

- a) explain the setup of the radio studio.
- b) operate the equipment in the radio studio.
- c) operate both analog and digital equipment for radio production.
- d) explain the role of the studio console or mixer.
- e) utilize the studio to produce high quality radio programmes.
- f) apply the dos and don'ts when using the radio studio.
- g) record, edit and present using the equipment of the radio studio.
- h) identify employment opportunities for the multi skilled multi-platform journalism

12) Topics of Study

I. The Production Studio Environment

- a) Studio Size and Shape
- b) The Production Studio Furniture
- c) Studio Construction Materials
- d) Computers
- e) Studio Aesthetics.
- f) On-Air Recording Lights
- g) Production Studio Setup.

II. Digital Studio Production

- a) Introduction
- b) The Analog Audio Process Becomes Digital
- c) Desktop Radio Production-The Digital Audio Editor
- d) The Personal Audio Editor
- e) The Digital Workstations
- f) Audio Synchronization

g) Advantages of the Digital Production Studio

III. The Studio Desk, Mixer, Control Panel, Audio Console or Board

- a) Introduction
- b) The Digital Audio Console
- c) Circuits on the console
- d) Audio Console Functions
- e) Basic Audio Console Components
- f) Input Selectors
- g) Input Volume Control
- h) Monitoring-Speakers and Headphones
- i) Cue
- j) VU Meters
- k) Output Selectors
- l) Output Volume Control
- m) Remote Starts, Clocks and Timers
- n) Frequency Response
- o) Equalizing and Pan Pots
- p) Other Features.

IV. Faders

- a) Functions of Faders
- b) Tips for Sound Transitions and Ending

V. Microphones

- a) Classifying Microphones
- b) Dynamic Microphones
- c) Condenser Microphones
- d) Other Microphones
- e) Special-Response Microphones
- f) M Microphone Pickup Patterns
- g) Impedance of Microphones
- h) Sensitivity of Microphones

- i) Proximity Effects and Bass Roll-Off
- j) Microphone Feedback
- k) Multiple- Microphone Interface
- l) Stereo Miking Techniques
- m) Surround Sound
- n) Windscreens
- o) Shock Mounts
- p) Mic Stands and Booms
- q) Microphone Usage

VI. Digital Self-Op Studio Setup

- a) Definition
- b) The Setup of Self-Op Studio.
- c) Advantages of a Self-op Studio. Setup

VII. Digital Audio Players/ Recorders

- a) The CD Player
- b) Advantages of the CD Player
- c) Compact Discs
- d) Care of CDs
- e) The CD Recorder
- f) SACD (Super Audio CD)
- g) DVD-Audio
- h) The mini Recorder/Player
- i) The Minidisc
- j) Data Compression
- k) Compact Flash and other Digital Recorders'
- l) Digital Reel Tape Recorders
- m) The DAT Recorder
- n) DAT Cassettes
- o) Advantages of the DAT Recorder

VIII. Editing and Multi-Tracking Recording

- a) Digital Audio Editing principles

- b) The Digital multi-Track Recorder
- c) Other Multi-track Recorders
- d) Overdubbing Tracks
- e) Punching in Tracks
- f) Bouncing Tracks
- g) Tracks Sheets
- h) Mixing to Stereo/Mono Compatibility
- i) Voice Doubling, Chorusing, and Stacking.
- j) Slap back Echo

IX. Monitor Speakers, Cables, Connectors, and Studio Accessories

- a) Types of Speakers
- b) Basic Speaker System Components
- c) Speaker System Enclosure Design
- d) Speaker Sound Qualities
- e) Speaker Placement
- f) Phase and Channel Orientation
- g) Monitor Amplifiers
- h) Speaker Sensitivity
- i) Headphones
- j) Microphone , Line, and Speaker Levels
- k) Studio Timers
- l) Other Studio Accessories.

X. Analog Audio Production

- a) The Broadcast Turntable
- b) Basic Turntable Components
- c) Vinyl Records-Care and Cuing

XI. Production Situations

- a) Basic Radio Production Elements
- b) Commercial Production
- c) Music Announcing
- d) Voice Tracking
- e) News Announcing
- f) Public Affairs Programme Host
- g) Sports Announcing

- h) Radio Drama

XII. Internet Radio and Other Distribution Techniques

- a) Webpages
- b) Overview of the Audio Process
- c) On-Demand Files
- d) Copyright
- e) Internet Radio Station Listing Sites
- f) Satellite Radio

13) Prescribed Texts

Reese, D.E., Gross, L.S. and Gross, B. (2009). *Audio Production Work text: Concepts, Techniques and Equipment. Sixth Edition.* Amsterdam: Focal Press.

McLeish, R., (2005). *Radio Production. Fifth Edition.*

Reese, D.E., Gross, L.S. and Gross, B. (2006). *Radio Production Work text: Studio and Equipment. Fifth Edition.* Amsterdam: Focal Press.

Musburger, R.B. and Kindem, G. (2009). *Introduction to Media Production Introduction to Media Production: The Path to Digital Media Production. Fourth Edition.* Amsterdam: Focal Press.

14) Recommended Readings

Harrington, T. (2010) *Journalism.* London: Sage Publications Ltd.

Frank, K. (2010) *Journalism Ethics.* London: Longman.

Tonny, H. (2010) *Journalism Principles and Practice.* London: Sage Publications Ltd,

17) Program

Bachelor of Arts in Journalism

18) Course

AI and Digital Communication

19) Code 413

BAJ

20) Year

FOUR

21) Presented to	Senate
22) Presented by	School of Management
23) Lectures hours/Week	Week 2 x 1 hour (Semester 1)
24) No. of Tutorial/Week	Week 2 x 1 hour (Semester 1)
25) Method of Assessment:	60% Examinations
	40% Course work (Assignments)

26) Course Aim

This course aims to introduce students to the theory, practice and techniques of artificial intelligence (AI) and its applications to the media and communication industries. Students are expected to understand the basic principles of AI and how it is changing the media and the communication process. The AI applications that students will study include data-driven digital marketing, toys and gaming, AI and multimedia production, automatic customer service, computational news production, machine learning, recommender systems and search engines.

Students will also explore such issues as fake news, algorithm-confounded audience polarization, privacy protection, surveillance society, dampening of news professionalism and widening digital divides. By reflecting on these controversial issues, students are expected to develop an interdisciplinary and critical perspective that helps them make sense of AI's social, cultural, and political implications in both global and local contexts.

1) Learning Outcomes

By the end of this course the student should be able to:

- Explain the various basic artificial intelligence techniques;
- Describe global and local cases involving the application of AI in digital communication;
- Critically evaluate the social, cultural, and political implications of AI-involved media and communication products;
- Provide solutions to solve the controversies and problems in AI and digital communication.

Course Content

1 Overview: AI and digital media

- 1.1 The history of AI
- 1.2 The history of digital media
- 1.3 The current landscape and prospects of AI and digital media

2 The technological fundamentals of AI

- 2.1 Search engines
- 2.2 Recommender systems

2.3 Data mining

3 **Machine learning and deep learning**

3.1 Supervised learning

3.2 Unsupervised learning

3.3 Deep learning and artificial neural networks

3.31 Introduction to Deep Learning frameworks (e.g. TensorFlow)

3.32 Selected topics in deep learning (e.g. image processing, NLP)

4 **The applications of AI in media and communication context**

4.1 AI and multimedia production

4.2 AI and publishing and writing

4.3 AI-empowered information verification and fact-checking

4.4 Algorithmic advertising and targeted marketing

4.5 AI and animation

4.6 Toys and gaming

4.7 E-health and health promotional campaign

4.8 AI and customer service

4.9 Case studies: Ready-made AI Tools for Dummies (e.g. Orange, Weka, etc.)

5 **Critical reflections: Ethics, literacy, culture and regulations**

5.1 Algorithm-confounded polarization and filter bubbles

5.2 Ethics and professionalism

5.3 Privacy protection

5.4 Fake news, misinformation, disinformation

5.5 The algorithmic discrimination

5.6 Regulations and law

Prescribed Text

Ertel, W, (2011). *Introduction to Artificial Intelligence. Second Edition*. Oxford: Springer.

Ramón, J. et.al. (2009). *Encyclopaedia of Artificial Intelligence*. New York: Information Sci.

.Mueller, J.P & Massron, L (2018). *Artificial Intelligence for Dummies*. New Jersey: John Willey and Sons, Inc.

Skilton, M & Hovsepian, F (2018). *The 4th Industrial Revolution: Responding to the Impact of Artificial Intelligence on Business*. UK: Palgrave Macmillan.

Rabin, S (2018). *AI Game Programming Wisdom. Section I: General Wisdom*. Denver: Charles River Media.

Russell, S. J. and Norvig, P. (2003). *Artificial Intelligence: A Modern Approach: Second Edition*. New Jersey: Pearson.

Textbooks / Recommended Readings

Buduma, N., & Locascio, N. (2017). *Fundamentals of deep learning: Designing next-generation machine intelligence algorithms*. O'Reilly Media, Inc.

Negnevitsky, M. (2005). *Artificial intelligence: A guide to intelligent systems*.

Pearson Education.

Russell, S. J., & Norvig, P. (2016). *Artificial intelligence: A modern approach*.

Malaysia: Pearson Education Limited.

Selected references on digital communication

AE, A. E., Schouten, K., & Klijn, E. H. (2018). Framing a conflict! How media report on earthquake risks caused by gas drilling: A longitudinal analysis using machine learning techniques of media reporting on gas drilling from 1990 to 2015. *Journalism Studies*, 1-21. doi: 10.1080/1461670X.2017.1418672

Cole-Lewis, H., Varghese, A., Sanders, A., Schwarz, M., Pugatch, J., & Augustson, E. (2015). Assessing electronic cigarette-related tweets for sentiment and content using supervised machine learning. *Journal of Medical Internet Research*, 17(8). E208. doi: 10.2196/jmir.4392

Garg, N., Schiebinger, L., Jurafsky, D., & Zou, J. (2018). Word embeddings quantify

100 years of gender and ethnic stereotypes. *Proceedings of the National Academy of Sciences*, 115(16), E3635-E3644.

Lazer, D., Pentland, A. S., Adamic, L., Aral, S., Barabasi, A. L., Brewer, D., ... & Jebara, T. (2009). *Life in the network: The coming age of computational social science*. *Science* (New York, NY), 323(5915), 721.

Shah, D. V., Cappella, J. N., & Neuman, W. R. (2015). Big data, digital media, and computational social science: Possibilities and perils. *The ANNALS of the American Academy of Political and Social Science*, 659(1), 6-13.

Selected reading on Artificial Intelligence

Russell, Stuart J. (2019). Human Compatible: Artificial Intelligence and the Problem of Control.

1)	Program	BA in Media and Communication
2)	Course	Television Studio Production
3)	Code	BAJ 414
4)	Year	Four
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aim

The course aims at enhancing students' skills of Television studio production.

11) Course Objectives

By the end of the course students should be able to:

- (a) Appreciate the history of Television production
- (b) Be able to operate television studio equipment.
- (c) Able to have knowledge of television lighting systems.
- (d) Apply different Television technologies
- (e) Write scripts for television production.
- (f) Take various camera shots in a television studio.
- (g) Have knowledge of a television Switcher.
- (h) Able to conduct interviews in a television studio
- (i) Know the tips on directing in a television studio.

12) Topics of Study

1. History of Television

- Birth of Television
- The Big Freeze
- TV Nation
- Color TV
- Two Golden Ages of TV



- Alternatives to Broadcast
- VCR and DVD
- Direct Broadcast Satellite
- Digital TV

2. TV as Contemporary Medium

- Content Producers
- Industry in Transition
- V-chip and ratings system

3. Television Production Process

- TV Production Crew

4. Tools for Studio Operations

- Camera as a Tool
- How the Camera Works
- Basic Camera Design
- Basic Camera Setup
- Camera Lens and Functions
- Studio Camera Lens
- Camera Operations-Visual Modes

5. Basic Camera Shots

- Shot Composition
- Headroom
- Talk Space
- Lead Room
- Rule of Thirds

6. TV Studio Lighting

- Primary Factor of Lighting
- Measuring Light
- Foot Candles- Light's Measurement
- Color Temperature
- Lighting Instruments-Spot
- Lighting Instruments-Flood
- Three Point Lighting
- Three Point Lighting



7. Various Hand Signals

- Reasons for using hand signals in broadcast news.
- Some common hand signals used.

8. The Video Switcher

- Basic Video Switching Theory
- Basic Video Effect
 - Switcher Design and Function
 - Switcher Design and Functions

9. Upstream and Downstream

10. Video Graphics

- Video Graphics Equipment
- Computer Driven Graphics
- Digital Graphics Take Memory
- Fundamentals of Graphic Design
- Dimension and Size
- Contrast
- Pleasing to the Eye
- What & How Graphics Communicate

11. Television Scripting

- Film Script Style
- Split Column-Nondramatic
- Common Script Abbreviations
- The Storyboard- Another Script
- Mechanics of Scriptwriting
- Six Rule for TV Scripting

12. TV Interviewing Tips

- Interview- Prepared Open
- Interview-Prepare Questions
- Interview- Prepared Close

13. Television Directing

- Start to Finish Preparation/Execution



- Director Dialog
- Directing Commands
- Critical Zones

13) Prescribed Texts

Millerson, G., & Owens, J., (2009). *Television Production. Fourteenth Edition*. Amsterdam: Focal Press.

Hughes, M.K., (2012). *Digital Film Making for Beginners: A Practical Guide to Video Production*. New York: McGraw-Hill.

Musburger, R.B & Kindem, G., (2009). *Introduction to Media Production Introduction to Media Production: The Path to Digital Media Production. Fourth Edition*. Amsterdam: Focal Press.

14) Recommended Readings

Harrington, T. (2010) *Journalism*. London: Sage Publications Ltd

1)	Programme	Bachelor of Arts in Journalism
2)	Course	Development Communication
3)	Code	BAJ 415
4)	Year	Four
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Assignment

10) Course Aims

This course aims at introducing students to the basic elements of development communication, broadcasting and the role of the media in communication thus equipping students with foundational knowledge and skills involved in development communication task.

11) Learning Outcomes



By the end of this course, students must be able to:

- (a) Define development, communication and national development.
- (b) Discuss the evolution and concepts of development communication.
- (c) list the functions of development communication
- (d) Explain the basic theories, models and paradigms of development communication and development issues.
- (e) Identify the problems and prospects of development communication in the development processes/ efforts.
- (f) Undertake projects in development communication programmes.

12) Topics of Study.

I Development Communication-Meaning and Paradigms

- (a) The Concepts of Communication, Development and Development Communication
- (b) Paradigms of Development Communication
- (c) Development Journalism
- (d) Participatory Development Communication
- (e) Community Development

II. Issues and Roles of Development Communication

- (a) Issues in Development and Communication for Development
- (b) Roles of Communication in Development
- (c) Key Facts and Appellations of Development Communication
- (d) Understanding the Scope and Uses of Development Communication
- (e) Advocacy Journalism

III. Media for Development Communication

- (a) The Use of Interpersonal Channels for Development Communication
- (b) The Use of Print Media for Development Communication
- (c) The Use of Radio for Development Communication
- (d) The Use of Television and Video for Development Communication
- (e) The use of Folk-Media Media for Development Communication
- (f) The Use of New Media Technologies for Development Communication



(g) Community Media in Development Communication

IV. Theories and Models of Development Communication

- (a) Development Communication Related Theories
- (b) Diffusion of Innovation Theory
- (c) ACADA Model of Development Communication
- (d) P-Process Model
- (e) Research, Monitoring and Evaluation in Development Communication

13) Prescribed Texts

Baran, S. J. (2009). *Introduction to Mass Communication: Media Literacy and Culture* (3rd Ed.). New York: McGraw-Hill.

Coldevin, G. (1987). *Perspectives on Communication for Rural Development*. Rome: FAO.

FAO (1994). *Communication. A Key to Human Development*. Rome: FAO.

Hybels, S. and Weaver II (2001). *Communicating Effectively*. Boston: McGraw Hill.

Middleton, J. and Wedeneyer, D. J. (1985). *Methods of Communication Planning*. London: United Nations Educational, Scientific and Cultural Organization.

Moemeka, A. A. (2000). *Perspectives on Development Communication*. Module on Development Communication. Nairobi: ACCE pp. 1530.

Okunna. C. S. (2002). *A Quick Look at Development Communication*. In C. S. Okunna (Ed.). *Teaching Mass Communication: A Multidimensional Approach*. Enugu: New Generation Books.

Oladipo, E.O. (1996). *The Theory, Concept and Practice of Sustainable Human Development*. Lagos: UNDP.

14) Recommended Readings

Quebral, N. C. (2010). *Development Communication*. In Jamias, J. F. (7th Ed) *Readings in Development Communication*. Los Banos: Department of Development Communication, College of Agriculture, University of Philippines, Los Banos College, Laguna. Pp1-12.

Rogers. E. M. (2009). *Communication and Development: The Passing of the Dominant Paradigm*. In E. M. Rogers (10th Ed.) *Communication and Development: Critical Perspectives*. Beverly Hills: Sage Publications.



Srampickal, S.J. (2006). *Development and Participatory Communication. Communication Research Trends* Vol.25 (2). Pontifical University Gregorian. Rome, Italy.

Tirado, M.andSmith, S. C. (2010). *Economic Development* (12th edition). India: Pearson Education (Singapore) Pte. Ltd. Indian Branch.

YEAR FOUR

SECOND SEMESTER



1)	Program	Bachelor of Arts in Journalism
2)	Course	Sports Journalism
3)	Code	BAJ 421
4)	Year	Four
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) Course Aim

The course aims at equipping students with knowledge and skills for sports journalism

11) Learning Outcomes

By the end of the course students should be able to:

- a) organize a sports departments and sports journalists
- b) explain the history of sports journalism and its social impact
- c) apply appropriate journalism Ethics in sport
- d) cover sporting events on the radio and television
- e) identify major and minor international sports institutions

12) Topics of Study

I. Introduction to Sports Journalism

- (a) Organization of Sports Departments and Sports Journalists



- (b) The Sports Editor
- (c) Forward Planning
- (d) Media Markets

II. History of Sports Journalism and its Social Impact

- (a) Media Influence on Sport
- (b) Sport's cultural significance
- (c) Sport's Influence on the Media
- (d) The First Sports Page
- (e) Great sport writers
- (f) Sport in Radio
- (g) Sport on Television
- (h) Globalization
- (i) Digitization
- (j) Tabloidization
- (k) Great Sports Writers

III. Sports Coverage in Print

- (a) Writing the intro
- (b) The five Ws
- (c) News story structure
- (d) Writing style
- (e) Headlines, crossheads and body copy
- (f) NIBs – sports news in brief

IV. Broadcast Sport

- (a) Advance Stories
- (b) Game summary



- (c) **Post-Game Analysis**
- (d) The Broadcast Sport Department
- (e) The Language of Broadcast Sport
- (f) Research and preparation
- (g) The Reporter's notebook for broadcast
- (h) Interviews
- (i) Outside broadcasts
- (j) Commentary
- (k) Sports News and Sports Bulletins

V. Sport in Vision

- (a) Role of stills photography
- (b) The role of the stills photographer
- (c) Use of graphics
- (d) Copyright
- (e) Image rights \

VI. Online Sport

- (a) Specialist sport websites – official
- (b) Sports Websites – unofficial and fan based
- (c) Website design
- (d) Adapting content for use on the web
- (e) Running reports on the web
- (f) Features
- (g) Role of Blogs
- (h) Stills, graphics audio and video for the web
- (i) The web as a Research Tool

VII. Journalism Ethics and Sport

- (a) Media Ownership and control



- (b) Conflicts of Interest
- (c) Local Bias or Boosterism
- (d) Product Placement
- (e) Perks and Benefits
- (f) Privacy
- (g) Manipulation
- (h) Gender and Race
- (i) Favoritism and Neutrality
- (j) Sports Rights
- (k) Access to Sports Event

VIII. International Sports Institutions – Major

- (a) IOC – International Olympic Committee
- (b) NOC – National Olympic Committee
- (c) FIFA – Federation Internationale de Football Association
- (d) Union of European Football Associations
- (e) OCOG – Organizing Committee of the Olympic Games

IX. International Sports Institutions – Minor

- (a) FIG (Fédération Internationale de Gymnastique)
- (b) IIHF (International Ice Hockey Federation)
- (c) ISU (International Skating Union)
- (d) UCI (Union Cycliste Internationale)
- (e) International Sport and Culture Association
- (f) FIA – International Automobile Federation

X. Sports Regulation

- (a) CAS – Court of Arbitration for Sport
- (b) WADA – World Anti-Doping Agency
- (c) ICAS – International Council of Arbitration for Sport



- (d) Racism and Sport
- (e) Human Rights in Sport

XI. Sports Reporting – In the Office

- (a) Sources
- (b) Contacts and Contacts Books
- (c) Official Information – Press Releases and Press Conferences
- (d) Sponsors
- (e) Wire and News Agencies
- (f) Other media
- (g) Sports and other websites

XII. Sports Reporting – In the field

- (a) Why send a reporter – the purpose of sports reporting
- (b) The Reporter's Notebook
- (c) Previews
- (d) Running Reports
- (e) Considered reports
- (f) Delayed reports
- (g) Inquest Pieces

XIII. Sports Features

- (a) That Is a Sports Feature?
- (b) Finding the peg or angle
- (c) Profiles
- (d) Opinions
- (e) Columns
- (f) Editorial
- (g) Participation Features
- (h) The role of the audience



- (i) Traditional approaches – role of Vox Pops
- (j) Modern approaches blogs, UGC and Texts

13) Prescribed Texts

Steen, R. (2015). *Sports Journalism: A Multimedia Primer. Second Edition*. New York. Routledge

Andrews, P (2005). *Sports Journalism: A Practical Guide* SAGE Publications Ltd.

Owens, J. (2007) *Television Sports Production: Fourth Edition*. London: Focal Press

Hanlon, T. (2009). *The Sports Rules Book. Essential Rules, Terms, and Procedures for 54 Sports. 3rd Edition*. North Shore City: Human Kinetics

Stofer, K.T, et, al (2010). *Sports Journalism. An Introduction to Reporting and Writing*. Plymouth: Rowman & Littlefield Publishers, Inc

14 Recommended Readings

Al Jazeera (2020). *Sports Journalism Guidebook*. Al Jazeera Media Institute

Steen, R, Novick, J .& Richards, H. (2020.) *Routledge Handbook of Sports Journalism*. Routledge

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|----|----------------|---|
| 1) | Program | Bachelor of Arts in Journalism |
| 2) | Course | Science and Technology Reporting |



3)	Code	BAJ 422
4)	Year	Four
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aims

The course highlights the general concept and philosophy of science and technology reporting, its importance in contemporary society, the major challenges confronting it, as well as the blueprints to effective science and technology reporting in the society.

11) Learning Outcomes

By the end of the course students should be able to:

- (a) Demonstrate the basic skills and principles of science and technology reporting
- (b) Explain where to source and how to write science and technology news/reports
- (c) Discuss peculiar hazards associated with science and technology reporting and how best to minimise them.

12) Topics of Study

I. Understanding the Concept of Science and Technology

- (a) The Meaning and Nature of Science and Technology
- (b) The Meaning of Technology and the Relationship with Science
- (c) Science and Technology in Societal Development
- (d) Obstacles to the Growth of Science and Technology in the Third World

II. Reporting Science and Technology



- (a) Meaning and Importance of Science and Technology Reporting
- (b) The Science and Technology News
- (c) Barriers/Blueprints to Effective Science and Technology Reporting
- (d) Career Prospects in Science and Technology Reporting

III. Gathering Science and Technology News

- (a) Sources of Science and Technology News/What to Look up for
- (b) Interviewing in Science and Technology Reporting
 -
- (c) The Science and Technology News Beat
- (d) Styles in Science and Technology Writing

I. Editing in Science and Technology Reporting

- (a) Meaning and Purpose of Editing in Science and Technology Reporting
- (b) The News Makers in Science and Technology Reporting
- (c) Important Hints in Editing Science and Technology Writings
- (d) Using Editing and Proof Reading Symbols in Science and Technology Reporting

V. Contemporary Issues in Science and Technology Reporting

- (a) Legal Issues in Science and Technology Reporting
- (b) Ethics in Science and Technology Reporting



(c) Hazards in Science and Technology Reporting

(d) Samples of Science and Technology News and Reports

27) Prescribed Texts

Awaeze, C.C. (2011). Science and Technology Reporting in Nworgu (Ed) *Understanding Mass Communication Concepts and Applications*. Owerri: Ultimate Book.

Nweke, J.O. (2006). *Knowledge, Science and Technology in Society*. Enugu: New Generation Books.

Nwabueze, C. (2009). *Reporting: Principles, Approaches, Special Beats*. Owerri: Top Shelve Publishers

Nwodu, L.C. (2006). *Journalism Practice: News Aesthetics, Ethics and Laws*. Enugu: RhyceKerex Publishers

14) Recommended Readings

The Compass Newspaper (2012). ‘Experts, Stakeholders, Challenge Media on Science and Technology Reporting’. Published on Monday, 31 December 2012(retrieved February 13, 2013).

2) Course	VIDEO PRODUCTION
3) Code	BAJ 423
4) Year	Four
5) Presented to	Senate
6) Presented by	School of Management
7) Contact hours	2x1 hours per week
8) Tutorial	2X1 hours per week
9) Method of Assessment	60% Examinations



40% Course work (Assignments)

10) Course Aims

The course aims at enhancing students with knowledge and skills in Video Production.

11) Learning Objectives

By the end of the course students should be able to

- (a) Discuss nitty-gritties of video production
- (b) Shoot a video using a hand-held camera.
- (c) Apply varying camera shots in shooting a video.
- (d) Play different roles in video production team.
- (e) Shoot a video using a single camera and multi-camera.
- (f) Have knowledge on what is needed to organize a video production.
- (g) Shooting moving objects properly.
- (h) Edit video shots.

12) Topics of Study

I. Video Production Basics

- (a) What is video Production?
- (b) Stages of video production
- (c) Forms of Video Production
- (d) Production Crew
- (e) First Step in Video Production

II. Equipment for Video Production

- (a) The Camera
- (b) Camera Lights: Three-Point Lighting kit
- (c) Microphones
- (d) Audio (XLR) cables
- (e) Portable Digital Audio Recorder
- (f) Light Reflector
- (g) Lenses



- (h) 3-4 Extra Batteries
- (i) Storage Systems
- (j) Video/Photo Camera Bag
- (k) DSLR Shoulder Mount Rig

III. Elements of Video Production

- (a) Set Goals
- (b) Define Your Budget
- (c) Define Your Marketing Goals
- (d) Timescale
- (e) Establish Your Video Production Goals

IV. The Camera

- (a) Main Features of a Video Camera
- (b) Learn the equipment – In-class lecture and presentations.
- (c) Camera Types (Camcorders, Studio, and Miniature Cameras)
- (d) Camera Functions
- (e) Camera Accessories
- (f) Camera Mounts
- (g) Controlling the Camera
- (h) Using the Camera
- (i) Controlling the Zoom
- (j) Handling the Camera

V. Video Production Methods and Formats

- (a) The Empirical Approach
- (b) The Planned Approach
- (c) Single- and multi-camera production.
- (d) Multi-camera ISO
- (e) Storyboards

VI. Composing Pictures



- (a) Composition Rules and Guidelines
- (b) Camera Shots
- (c) Fitting the Frame
- (d) Rule of Thirds: Dividing the Image into Thirds
- (e) Shooting from Different Angles
- (f) Framing the Subject
- (g) The nose rule
- (h) Headroom
- (i) Leading Lines
- (j) Jumping the line
- (k) Good Balance
- (l) Camera Viewpoint

VII. Anticipating Editing

- (a) Continuity
- (b) Improving Editing Flexibility
- (c) Works of a Filter
- (d) Crossing the Line

VIII. Shooting People and Objects

- (a) The Single Person
- (b) Arranging People Shots
- (c) Effective Shots
- (d) Selecting the Right Shot
- (e) Single-Camera Interviews
- (f) Shooting Groups
- (g) Car Interviews
- (h) Walking Interviews
- (i) Shooting Objects

IX. Lighting for Video and Television

- (a) The Key Factors
- (b) The Three-Point Lighting System



- (c) Cameo lighting
- (d) Flood lighting
- (e) High-key lighting
- (f) Low-key lighting
- (g) Mood lighting
- (h) Stage lighting
- (i) Light Intensity
- (j) Lighting Contrast (Hard and Soft Light Quality)
- (k) Color Temperature
- (l) Using Colored Light
- (m) Shooting in Daylight
- (n) Using Reflectors
- (o) Bounce Light
- (p) Using One Light
- (q) Using Multiple Light

X. Audio for Video

- a) Diegetic Sound and Non-Diegetic Sound
- b) The Essential Component
- c) The Nature of Sound
- d) Acoustics
- e) Mono Sound
- f) Stereo Sound
- g) Surround Sound

XI. The Background and Graphics

- (a) The Importance of the Background
- (b) The Impact of the Background**
- (c) Real and Unreal Backgrounds
- (d) The Neutral Background**
- (e) Economical Sets
- (f) Semi-permanent Sets**
- (g) Chroma-Key/Matting**



- (h) Virtual Sets
- (i) The Location as the Background.
- (j) Creating Depth
- (k) The Goals of Television Graphics
- (l) Types of Graphics
- (m) Designing Graphics
- (n) Background for Graphics
- (o) Graphics Equipment

XII. Editing and Transitional Devices

- a) Editing Goals
- b) Editing Techniques
- c) Editing Basics
- d) Shooting Order vs Running Order
- e) Editing Video and Audio
- f) Postproduction Logging
- g) Organization
- h) Editing Equipment
- i) Selecting Required Section
- j) The Order of Shots
- k) Transitions
- l) Editing Priorities
- m) Good Continuity
- n) Anticipating Editing
- o) Editing Continuous Interviews

13) Prescribed Texts

Millerson, G., (2008). *Video Production Handbook. Fourth Edition.* Amsterdam: Focal Press.



Millerson, G., & Owens, J., (2009). *Television Production. Fourteenth Edition*. Amsterdam: Focal Press.

Owens, J., (2017). *Video Production Handbook. 6th Edition*. New York: Routledge.

Ward, P., (2003). *Picture Composition for Film and Television. Second Edition*. Oxford: Focal Press

Grossman, T., (2008). *Shooting Action Sports: The Ultimate Guide to Extreme Filmmaking*. AMSTERDAM: Focal Press.

Hart, J. (2008). *The Art of the Storyboard: A Filmmaker's Introduction*. Amsterdam: Focal Press

1) Recommended Readings

Honthaner, E.L., (2010). *The Complete Film Production Handbook: Fourth Edition*. Amsterdam: Focal Press.

Brindle, M., (2013). *The Digital Filmmaking Handbook*. New York: Random House Publisher Services.

Braverman, B., (2010). *Video Shooter Storytelling with HD Cameras*. Amsterdam: Focal Press.

Dinur, E., (2017). *The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors, and Cinematographers*. New York: Routledge

Ascher, S., & Pincus, E., (2012). *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age. Fourth Edition*. London: Penguin Group.

Hughes, M.K., (2012). *Digital Filmmaking for Beginners: A Practical Guide to Video Production*. New York: McGraw-Hill.

Musburger, R.B. & Kindem, G., (2009). *Introduction to Media Production: The Path to Digital Media Production. Fourth Edition*. Amsterdam: Focal Press.



1)	Program	Bachelor of Arts in Journalism
2)	Course	Media Station Management
3)	Code	BAJ 424
4)	Year	Four
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations 40% Course work (Assignments)

10) Course Aims

The course aims at exposing the student to the nature, processes and logistics involved in media station management and operations.

11) Learning Outcomes

By the end of the course students should be able to:

- (a) Discuss the basics of media station operations and management
- (b) Explain the nature, structure, functions, philosophies and other characteristics of media station management and operations.
- (c) Manage a fully functioning radio and/or television station.

12) Topic of Study

I. Theoretical Perspectives in Media Station Management.

- (a) Organic and Generic Managerial Functions
- (b) Forms of media management



- (c) Theories of media management
- (d) Personnel Management
- (e) Ethical Issues in Station Management

II. Basic Station Operations and Management

- (a) Organizational Structures and Operations of a Station
- (b) Production Operations
- (c) Transmission Requirements and Operations
- (d) The Production Studio and Studio Hands

III. Programming Strategy and Distribution

- (a) Concept of Programming in the Electronic Media
- (b) Radio and Television Programming
- (c) Legal Issues in Programming
- (d) Importance of News in Programming

IV. Broadcasting Management

- (a) Radio
- (b) Television
- (c) Internet
- (d) Out Side broadcasting
- (e) On Air Broadcasting

V. Marketing and Financial Management

- (a) Concept of Marketing in the Electronic Media
- (b) The Station as Media Marketplace
- (c) Priority of Financial Management in Station Operations
- (d) Budgeting and Financial Performance Monitoring

VI. Media Station's Operating Environment

- (a) Informal Regulations
- (b) Formal Regulations
- (c) Media Unionism



(d) Technology Use

13) Prescribed Texts

Kanyang'wa M and Mkwaila S. (2010) *Media Markets and Commodification of News*. In Kondowe, E.B.Z., Kishindo, P.J. and Mkandawire, F.R. (2011). *Journalism Practice in Malawi History, Progress and Prospects*. Blantyre and Packaging Limited.

Sohn A. *Media Management A case book approach* (4th Edition). New Jersey Lawrence Erlbaum.

14) Recommended Readings

Mondy R.W (2012) *Human Resource Management*, (13th Ed.) Canada Pearson Prentice Hall.

Mullins L.J (2010) *Management and Organizational Behavior*, (10th Ed.) Prentice Hall Financial Times.

Robbins Stephen P, Coulter Mary (2014) *Management* (10th Ed) New Jersey Prentice Hall.

Weihich H. and Koonts H. (2013). *Management –A Global Perspective*. (16th Ed.) New York McGraw-Hill.

1)	Program	BA in Journalism
2)	Course	Research Project
3)	Code	BAJ 425
4)	Year	Four
5)	Presented to	Senate
6)	Presented by	School of Management
7)	Contact hours	2x1 hours per week
8)	Tutorial	2X1 hours per week
9)	Method of Assessment	60% Examinations
		40% Course work (Assignments)

10) Course Aims



To explore a particular topic in depth while allowing the student to develop skills in the collection and appraisal of data, rigorous analysis and the coherent presentation of ideas.

11) Learning Outcomes

By the end of the course, students should be able to

- a) identify a topic
- b) develop an acceptable project proposal
- c) develop a project report

12) Topics of Study

I. Research Design and Plan

- (a) Developing your ideas
- (b) Selection of Research Topic
- (c) Approaches to research

II. Writing the research project proposal

I. Data Collection

- (a) Selecting the methods of collecting data
- (b) Practicalities of data collection

II. Analyzing and interpreting findings

- (a) Presenting graphs
- (b) Presenting tables

III. Report writing

IV. Editing

V. Submitting the research project

13) Prescribed Texts

Bell, J. (2007) *Doing Your Research Project a Guide for First-time Researchers in Education, Health and Social Science*, pen University Press, Glasgow

Cooper, A., (2008) *Business Research Methods*, McGraw Hill Higher Education, London

Davis, D.L., (2004) *Business Research for Decision Making With Info Trac*, Brooks/Cole, Emory, C., William and Donald R Cooper (2009) *Business Research Methods*, Irwin Publishing Homewood, IL



Groebner, David, and Patrick W. Shannon (2007) *Business Statistics A decision – making approach*, Macmillan Publishing Company, New York

14) Recommended Text

Bell J. and Opie, C. (2002), *Learning Research Getting more from your Data*, Buckingham Open University Press.

Bell, J., (2006), *Doing Your Research Project*, Oberg University Printers, Ireland

Gill, John, and Phil Johnson (2009) *Research Methods for Managers*, Paul Chapman Publishing Ltd, London

Rumsey, S. (2004). *How to find Information a guide for Researchers*, Maidenhead Open University Press

