

UNDERGRADUATE COURSES

Course No.	Course Title and Description	Units	Status
CLA 101	Introduction to the Study of Reading An introductory study of Reading as Communication/Language Arts, with emphasis on linguistic and psycholinguistic approaches	2	C
CLA 102	Introduction to the Study of Writing An introduction to those skills essential for effective writing. Theoretical instruction will be supplemented with ample exercises designed to improve the students' writing competence in English	2	C
CLA 103	Fundamentals of Speech Communication An interdisciplinary approach to the use of oral communication. The structure of speech interaction in relation to participants, situation and communication functions, concept of speech as a skill basic to reading, writing and spelling.	2	C
CLA 104	Introduction to Human Communication Systems An introduction to the three basic systems of human communication. Features of Writing system as communication systems: Language, meaning and communication	2	E
CLA 105	Basic Reporting Techniques An introduction to the study of the method of news gathering and reporting for the mass media with a treatment of the news environment and components of the news story.	3	R
CLA 106	Introduction to Broadcasting Introductory studies of the peculiarities of the broadcast media, and the principles of broadcasting.	2	E
CLA 107	Introductory Photo Journalism An introduction to news photography involving basic camera and darkroom techniques but placing emphasis on the photo journalist's sensitivity to people, events and circumstances, which enables him to take pictures that communicate.	2	E
CLA 108	Graphics of Communication An introduction to the principles and practice of visual presentation involving words and illustrations. Students will also be introduced to the rudiments of print media typography, layout and make-up. Essentially the course is preparatory to later courses such as CLA 214, 307, 317 and 404.	3	E

Course No.	Course Title and Description	Units	Status
CLA 201	<p>Reading for Academic Purposes</p> <p>This course introduces students to advanced reading skills, with emphasis on recognition of the syntactic, logical and rhetorical structures of a text, and the student's ability to use these as guides in the course of studying.</p>	2	C
CLA 202	<p>Integrated Language Arts</p> <p>This course acquaints students with the interrelationships of the four language arts, and with integrated approaches to imparting the related skills.</p>	3	E
CLA 203	<p>News writing and Reporting</p> <p>This course continues the study, begun in CLA 105, of the nature of news as well as news gathering principles and techniques. It also deals with the elements of news writing for both the print and the broadcast media.</p>	2	R
CLA 204	<p>Listening Comprehension Skills</p> <p>This course is concerned with the study and practical development of listening comprehension skills. The correlates and strategies of effective listening comprehension in various practical situations will be discussed. There will be lots of practical exercises designed to develop listening comprehension skills and improve note taking at lectures on various topics.</p>	2	C
CLA 205	<p>Rapid Reading Skills</p> <p>This course consists of graded training exercises on phrase reading, visual reading, skimming, scanning and telegraphic reading. Emphasis in this course will be on the practical development of skills needed for quick efficient extraction of essential facts and information from a variety of books and other written materials.</p>	2	E
CLA 206	<p>Principles and Practice of Marketing</p> <p>CLA 206 is designed to introduce Marketing to students as a form of human communication. Emphasis will be placed on the concepts and strategies of the major marketing mix variables. Practical exercises will reinforce theoretical instruction.</p>	3	E
CLA 207	<p>Developmental Oral communication Skills</p> <p>An advanced course in Oral Language as a form of communication. Relevant theoretical instructions are followed by practical exercises designed to improve the mechanics of oral communication.</p>	2	C
CLA 208	<p>Writing for Specific Purposes</p> <p>Provides theoretical knowledge and practical training in context-specific writing.</p>	2	E

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CLA 209	<p>Writing for General Academic Purposes A discussion of various stylistic and other literary devices used in various forms of writing done in the course of academic development</p>	2	C
CLA 210	<p>Broadcast Presentation This course in broadcast presentation deals with the art of speaking before the microphone and camera, as well as the role of non-verbal communication in presentation. Special attention will be given to the presentation of programme types such as news, interviewing, children's programmes and sports, etc. Practical exposure in presentation will be emphasized.</p>	3	E
CLA 211	<p>Principles of Public Relations CLA 211 provides an understanding of the basic concepts and theories underlying public relations practice. It examines the role that public relations plays in the society, such as in business and industry, government and health care services, media houses and voluntary organizations.</p>	2	E
CLA 212	<p>Principles of Advertising CLA 212 is an introductory course on the roles and processes of advertising. Emphasis is placed on planning the advertising message as a paid form of non-personal communication about an organisation and/or its products.</p>	2	E
CLA 213	<p>History and Development of Book Publishing A short history of the development of Book Publishing in Nigeria from the colonial period to the present day. An overview of the processes involved in publishing, from manuscript acquisition to actual manufacture.</p>	2	E
CLA 214	<p>Introduction to Book Production Technology The main printing processes, letter assembly, type-faces and their readability. The major typesetting techniques and the advantages and disadvantages of each technique, copyfitting and guesstimates.</p>	2	E
CLA 215	<p>Sociology of Communication A study of the ways in which sociological units such as groups and societies in their various forms and with their various patterns of interaction affect communication.</p>	2	R
CLA 301	<p>Developmental Reading Skills This course will consist of fairly advanced theories and exercises on various types of reading, with particular emphasis on flexible, inferential, critical and creative reading. Various patterns and sources of reading difficulties at College and University levels will be discussed, and current corrective procedures will be examined, both theoretically and practically.</p>	3	C

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CLA 302	Developmental Writing Skills Designed to help students master the principles and techniques of effective writing and to acquire the practical skills involved in writing fairly long essays.	3	C
CLA 303	Advertising Message Development The course is designed to acquaint students with essential creative techniques conventionally employed by the copywriter and graphic artist in developing advertising message.	3	E
CLA 304	Situational Public Speaking This is a general course in public speaking. The forms and styles of speech appropriate to various occasions will be theoretically discussed and practically developed. Many speeches (written or recorded for various occasions) particularly those which illustrate how to persuade, inspire, entertain an audience, commemorate events, or contribute effectively to public debates, will be critically reviewed.	3	R
CLA 305	Diagnosis and Remediation in Reading A study of the principles of diagnosis and remediation and of the different techniques employed in handling varying levels of Reading efficiency.	3	E
CLA 306	Psycholinguistic Fundamentals of Language Arts A detailed study of the Psycholinguistic theories of Language behaviour, and discussion of the psycholinguistic processes involved in listening, speech, reading and writing.	3	E
CLA 307	News Editing for Print Media This course involves preparation of copy and other elementary desk work on newspapers and magazines, including news selection/evaluation, correction of errors of fact and expression, condensation of news stories, headline writing, news display and page make-up. It also introduces students to desk-top editing.	2	E
CLA 308	News Editing for Broadcast Media A course in newswriting and editing as communication arts, with emphasis on news selection and shaping for presentation on the broadcast media.	3	E
CLA 309	Legal Aspects of Communication This course introduces students to Nigerian laws regarding defamation (libel and slander), contempt of court, seditious libel, copyright/piracy laws and other communication laws which often spell trouble for media establishments and journalists as well as recording companies and performing artistes.	3	R

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CLA 310	Speech Criticism and Composition A course of instruction aimed at developing students' skills in speech criticism and composition, using various techniques and practical exercises.	3	E
CLA 311	Corporate Public Relations The course highlights the role of public relations in the management of corporate reputation. It focuses attention on corporate social responsibility in the regulatory environments of business today. It examines how corporate/media relations could be enhanced.	2	E
CLA 312	Interpersonal Communication A study of the nature and the latest theories of human speech interaction, and an extended analysis of the variables that impinge upon this process. Consideration of the principal outcomes of interpersonal communication.	3	E
CLA 313	Sales Promotion The course creates opportunities for students to demonstrate familiarity with the systems, operations and role of sales promotion in the marketing mix. Emphasis is on the use of communication skills for sales promotions in the movement of goods and services from manufacturers, through existing distribution channels, to the end user.	3	E
CLA 314	Diagnosis and Remediation in Speech This course is concerned with scientific observation, analysis and remediation of structural deficiencies in oral communication skills arising largely from inadequate training, as distinct from speech disabilities resulting from physical, psychological and/or neurophysiological disorders.	3	E
CLA 315	Writing Children's Literature A survey of the essential principles underlying the writing of various forms of children's literature, and the practical application of appropriate literary and other devices in writing suitable reading materials for children at certain stages of schooling.	3	E
CLA 316	Text-Writing and Evaluation A course in book and general text development which is designed to acquaint students with the demands of book development, and prepare them for the skills of book editing. (It may precede or go on concurrently with CLA 317. Introduction to Book Editing).	3	E
CLA 317	Introduction to Book Editing The major editorial functions: List building, copy-editing and production editing, proof-reading. Use of copy-right materials, illustrations, etc. Editing and the Language Arts. Introduction to indexing techniques.	3	E

Course No.	Course Title and Description	Units	Status
CLA 318	<p>Technical Report Writing and Presentation</p> <p>A survey of the principles and aspects of good technical report writing, with appropriate illustrations from a variety of technical reports.</p>	3	R
CLA 319	<p>Ethics of Communication</p> <p>The course seeks to provide knowledge and training in extra-legal principles and rules of conduct pertaining to the operations of the mass media in particular. It takes a critical look at the moral and normative strengths and weaknesses of the media and their adjuncts as they play their traditional roles in society.</p>	3	E
CLA 320	<p>Reading Consultancy Services</p> <p>A discussion of the consultancy services rendered by reading diagnosticians, supervisors, tutors or teachers, and reading consultants. A consideration of the need for and the possible values of such services in contemporary African societies. Experimental consultancy services will be undertaken by participants in this course.</p>	3	E
CLA 321	<p>Research Methods in Communication and Language Arts</p> <p>A study of the methods of collecting and analysing data emanating from empirical and non-empirical research in various aspects of the Communication and Language Arts. CLA</p>	3	C
CLA 401	<p>Speech Consultancy Services</p> <p>An overview of the ways in which the knowledge and training acquired in speech communication have been put to professional use in developed societies such as Britain, the United States and Canada, and an exploration of the ways in which such professional practical could be set up in Nigeria.</p>	3	E
CLA 402	<p>Studies in Readability and Style</p> <p>This course deals with the concepts of readability and style and considers the various theories and formulate for determining the readability of books and other written materials and for evaluation of the styles used. The readability formulae put forward by Edward Fry, Rudolph Flesch and others will be applied in an attempt to determine the readability indexes of books prescribed for certain categories of students.</p>	3	E
CLA 403	<p>Business and Organisational Communication</p> <p>This course deals with communication types and information flow in business/organizations. It focuses attention on the nature of organizations and emphasizes the principles and techniques of oral and written communication in business/organizations. The course is theory-and-practice oriented.</p>	3	E

Course No.	Course Title and Description	Units	Status
CLA 404	<p>Print Media Production Techniques</p> <p>An overview of the various aspects of the print media (especially newspapers and magazines) – their content and the process of editorial production. There will be an analysis of the various components and the basis for selection. The end product will be a complete specimen of a chosen print medium or specimens of chosen print media.</p>	3	E
CLA 405	<p>Broadcast Media Production Techniques</p> <p>A study in conceptualization, and development of the resulting concepts, from script to the screen or air, using appropriate broadcast media equipment.</p>	3	E
CLA 406	<p>Applied Communication and Language Arts</p> <p>This is a study of the extent to which the various aspects of the communication and Language Arts Programme have been, and could be, applied in the solution of current educational, political, social, interpersonal and international problems.</p>	3	E
CLA 407	<p>Group Communication Strategies</p> <p>A study of effective strategies in group communication from the perspective of the Speech Communication discipline, with emphasis on practical application of theoretical concepts with the class as a group.</p>	3	E
CLA 408	<p>Governmental Public Relations</p> <p>The course focuses attention on the role of public relations in politics in the three arms of government in a democratic state. It examines the difference between public relations and propaganda and discusses the role of the media houses in shaping public opinion about government officials and their image-making activities.</p>	3	E
CLA 409	<p>Rhetoric of Social Mobilization</p> <p>A survey of the theories and principles underlying the rhetoric of social mobilization, with a critical examination of samples of social mobilization speeches in the Nigerian setting.</p>	3	E
CLA 410	<p>Essentials of Scholarly Writing</p> <p>A study of the bibliographic, stylistic and other literary devices appropriate to the writing of scholarly materials, such as book reports and reviews, articles for certain learned journals, dissertations and doctoral theses. A review of selected research reports and publications with a view to identifying elements of scholarly writing.</p>	3	R
CLA 411	<p>Writing Language Teaching Materials</p> <p>A discussion of various principles, such as readability, propriety, utility and teachability, as they relate to the writing of language teaching materials for use at various school levels, followed by a critical review of selected language teaching books, in the light of these principles.</p>	3	E

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CLA 412	<p>Economic of Book Publishing</p> <p>The course covers various issues such as: the Publisher as entrepreneur and the range of his professional concerns within the market structure of the industry; Publishing in Nigeria – its size, turnover, capital investments; major markets and marketing strategies; Handling of royalties. The phenomenon of author-publisher conflicts and the problems they create for the publishing industry and encounter within it.</p>	3	E
CLA 413	<p>Features, Commentaries and Editorials</p> <p>The course covers the correlation functions of the media, including editorials, features, commentaries, news analysis etc. It examines the purpose, form style, and spirit of the editorial; types of editorials; and segments of the editorial. It provides practice in editorial and feature writing.</p>	3	E
CLA 414	<p>Development Communication</p> <p>This course deals with the role of communication in the development process. Attention will be given to the role of mass media vis-à-vis interpersonal networks, as well as to a multi-media approach to communication in the development process. The course will also focus on the dynamics of development and the communication variables the influence development.</p>	3	R
CLA 415	<p>Project in Communication and Language Arts</p> <p>Field and/or library research on an approved topic in the area of Speech, Reading, Writing, Mass Communication, Applied Communications or Publishing.</p>	6	C