

**DEPARTMENT OF COMMUNICATION AND LANGUAGE ARTS DESCRIPTION OF  
POSTGRADUATE COURSES**

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**M.A COURSES**

<b>Course No</b>	<b>Course Title and Description</b>	<b>Unit</b>	<b>Status</b>
CLA 701	<b>Research Methods in Communication and Language Arts</b> A study of the methods of empirical and other forms of research that are extant in speech, reading and writing. Also methods of empirical research in the social sciences as applied to Communication Sciences and Arts	3	C
CLA 702	<b>Advanced Studies in Listening Comprehension</b> A detailed critical survey of theories and research findings that shed light on listening and reading as language comprehension skills, and the implications of these for developmental language arts programmes in Nigeria and other African countries	2	E
CLA 703	<b>Advanced Studies in Reading</b> The course summarises and analyses in greater depth the elements of efficient reading, taking particular cognisance of faster reading, rapid reading, intensive/study reading and pleasure reading. It also anticipates CLA 724 by looking briefly into the areas of reading deficiency diagnosis and remediation, reading research and the teaching of reading.	2	E
CLA 704	<b>Advanced Studies in Oral Communication</b> Studies of current theories in oral communication and techniques for its development. The implications of these for Nigeria's multilingual situation will be explored.	3	R
CLA 705	<b>Advanced Studies in Writing as Communication</b> The course deals with the nature of writing as communication. It adopts the process-product approach to writing and considers writing as an interactive, cooperative classroom activity preceded by audience profile and brainstorming sessions. Writing is conceived as a task-based, practice-oriented activity with assessment (marking) considered as part of the writing process.	3	E
CLA 706	<b>Indigenous Communication Systems</b> Advanced study of the major elements of the indigenous communication systems of communication with emphasis on specific peculiarities in agents, forms and channels/media. Verbal, non-verbal, direct and indirect forms as well as media mode and channel such as divination symbols will be examined in the course.	2	R
CLA 707	<b>Studies in Language Development</b> A study of the theories and patterns of language development among children and adolescents, followed by specific studies of patterns of language development in the Nigerian society.	2	E
CLA 708	<b>Studies in Rhetorical Criticism</b> A critical survey of major rhetorical theories and approaches to the criticism of rhetorics and their implications for the development of rhetorical criticism in Nigeria and Africa. Practical work will include a critical review of written or recorded speeches and presentation of rhetorical critique.	3	E
CLA 709	<b>Advanced Studies in Print Journalism</b> The course involves a survey of both theoretical and methodical components of print journalism, with emphasis on newspaper and magazine, as well as the unique features of different types of newspapers and magazines (general interest, news, special interest, etc). It also examines the place of print	3	E

	journalism in a developing country.		
CLA 710	<b>Advanced Studies in Situational Public Speaking</b> A critical survey of Western and African rhetorical theories and practices in a variety of situations such as crisis management, conflict resolution, politics, religion, governance.	3	E
CLA 711	<b>Persuasion and Argumentation</b> An in-depth study of both seminal and contemporary findings significant to the role of oral communication in the decision-making process. Consideration of the proper use of persuasion and argumentation in effective communication.	3	E
CLA 712	<b>Language Arts and Children Literature</b> A study of the role of children's literature in the development of language skills in children. Emphasis will be on Nigerian children's literature in the school curriculum.	3	E
CLA 713	<b>Guided Studies in Communication</b> This course allows for independent study, based on prescribed readings and other assignments, as well as on periodic consultations with appropriate lecturers, or an approved aspect of speech, reading, writing or any other communication activities/skills for which a regular course is not available.	2	E
CLA 714	<b>Advanced Studies in Broadcasting</b> Studies of theories and practice of broadcasting with emphasis on media selection and effects; audience analysis; programme design, production, scheduling and evaluation.	3	E
CLA 715	<b>Language Arts and Creative Writing</b> An overview of the expressive functions of communication closely followed by adequate exposure to channels of communication rich in expressive functions. Comics, telefilms, radio/TV drama, magazine stories, paperback novels. An introduction to theme development in creative writing through the use of major building blocks of the narrative, practical writing exercises. A model narrative is recommended at the beginning of the course.	3	E
CLA 716	<b>Language Use in the Nigerian Print Media</b> A look at rather imperceptible changes taking place in the language of the Nigerian newspapers and magazines; discussion of language use characteristic of fiction; and features of "Nigerian English" as reflected in the print media.	3	E
CLA 717	<b>Language Use in the Nigerian Broadcast Media</b> An examination of various dimensions of Nigerian major languages; their connotative as well as denotative uses and how they have been adapted to broadcast technologies.	3	E
CLA 718	<b>Studies in Media and Society</b> A course in how the complex and multifaceted processes of human interactions as an active participating member of the society affect his communicative behaviour.	3	E
CLA 719	<b>Psycholinguistic Foundations of Communication</b> A study of psycholinguistic concepts and theories that are relevant to the development of human communication.	3	E
CLA 720	<b>Literary Foundations of Journalism</b> A study of the emergence of journalism as a by-product of literature, especially in Great Britain, and the role of literary figures in shaping the emergence. The literary journalism movement of the 18 <sup>th</sup> century America, the reflections of these antecedents in modern journalism.	3	E
CLA 721	<b>Advanced Studies in Readability and Style</b> This is an advanced version of CLA 402, with special emphasis on the readability of mass media software. Also a deeper excursion into the origins and application of readability and the impact on the style of mass and	3	E

	development communications. Finally a look at the future of readability studies.		
CLA 722	<b>Communication Campaign Planning</b> Exposing learners to the major elements of planning as they relate to communication campaigns as involved, for instance, in sales promotions and social mobilisation campaigns, drawing on the methods of Public Relations and Advertising.	3	E
CLA 723	<b>New World Information and Communication Order</b> A study of the emergence of the concept of NWICO and its development through the 1970s. The McBride Commission and its recommendations. The responses from the North (especially the United States) and the South, and the conflicts between these responses. The role of the UNESCO, the concept of alternative journalism as an aspect of NWICO	3	E
CLA 724	<b>Consultancy Services in Communication and Language Arts</b> An overview of the practical applications of the knowledge of Communication and Language Arts in consultancy settings. The organisation of such consultancy outfits, with examples drawn from Nigeria and abroad.	3	E
CLA 725	<b>Project in Communication and Language Arts</b> A supervised project in the area of speech, reading and writing or in any of the other professional areas of communication, in the form of research-based dissertation on a topic previously approved by the Head of Department or the Postgraduate Coordinator.	6	C

#### MCA COURSES

Course No	Course Title and Description	Unit	Status
LAC 701	<b>Theories of Communication</b> A study of selected communication and language theories which impinge in a general way on the various areas of emphasis subsumed in this syllabus, particular attention will be paid to the process of communication and the elements involved—sources, message, medium, receiver, destination, feedback, noise and redundancy. Communication models and their roles in theory building, the place of perception, cognition, selectivity etc in communication and their interaction. The social communication triad—interpersonal, institutional/instructional and mass mediated communication.	3	C Compulsory for all M.A & MCA students
<b>ADVERTISING EMPHASIS</b>			
LAC 702	<b>Marketing Theory and Practice</b> A study of the elements and evolution of marketing as a product; development, distribution, promotion and pricing as well as examination of the marketing environment.	3	C
LAC 703	<b>Advertising Management</b> A study of activities of decision making; planning and execution of advertising plans to achieve marketing objectives within budget allocations.	3	C
LAC 704	<b>Sales Promotion</b> An in-depth study of the role of sales promotion in marketing management and a comparison of sales promotion with other marketing mix of advertising, personal selling and publicity.	2	E
LAC 705	<b>Media Planning for Advertising</b> A study of the model of who, where, what and when for building and scheduling media plan, and the selection of medium/combination of media among print, broadcast and other media to reach target prospects within budget allocations.	3	E
LAC 706	<b>Advertising Message Development</b> A study of the creative strategy involved in developing the content of advertising appeals and how specific appeal is transformed into advertising.	3	E

	The course also examines the distinguishing characteristics of those who create advertising.		
LAC 707	<b>Consumer Psychology</b> An examination of the consumer buying decision process as influenced by demographic, psychological and social factors with a view to understanding consumer behaviour.	3	E
LAC 708	<b>Agency and Client Relations</b> A relatively practical course for the study of the importance of advertising agency and reasons why clients change agencies. The course is reinforced with visits to some frontline agencies in advertising industry to understand agency operations.	3	E
LAC 709	<b>Advertising Regulations and Ethics</b> An in-depth examination of the role of APCON and FDA as advertising regulatory agencies in the Nigerian advertising industry as well as review of ethical issues and social responsibility of marketers.	3	E
LAC 712	<b>Advertising to Children</b> A study of child socialisation role of the broadcast media from psychological and sociological perspectives. Course will be enhanced with seminar presentations on advertiser's social responsibility while advertising to children.	3	E
LAC 714	<b>Advertising and the Economy</b> A review of the role of advertising during the four economic and business cycles of prosperity, recession, depression and recovery.	3	E
<b>APPLIED COMMUNICATION EMPHASIS</b>			
LAC 716	<b>Current Trends in Communication Technology</b> An overview of the evolution of communications technology from Guttenberg to the present day. Space age achievements on communication technology—satellites and satellite-assisted communications, the computer and computer-assisted communications, including desktop publishing. Computer mediated communication in the modern organisation. The implications of current developments for the future of communications in the least developed countries.	3	R Required for all M.A & MCA students
LAC 717	<b>Interpersonal and Group Communication</b> Theory, practice and research relating to communication within varies established interpersonal and group relationships, e.g. between friends, spouses, co-workers. Serial transmissions, networks and communication climate with different kinds of groups—primary, secondary and reference; task-oriented, decision-making and socio-groups.	3	E
LAC 718	<b>Cross-cultural Communication</b> This course is designed to provide an insight into cultural contrasts and cultural universals as manifested in communication. It utilises differing models all of which project time and space as exhibitors of cultural differences and similarities. In essence, the course is concerned with observation and analysis of what happens to given cultural variables as we move from one culture to the other, and as exponents of different cultures interact.	3	E
LAC 719	<b>Business Communication</b> A study of various types of verbal and non-verbal messages in business settings, with an examination of the accompanying communication problems. Also analyses of consumer behaviour and practices, especially as they relate to the publishing industry and the media establishments.	3	E
LAC 720	<b>Organisational Communication</b> An examination of the typical communication problems in organisational settings and a study of practical methods of dealing with such problems. Various models of organisational communication will be examined with a	3	E

	view to evolving appropriate frameworks for structural and attitudinal changes.		
LAC 721	<b>Development Communication</b> This course deals with development support communication. The emphasis of the course is on grassroots communication as a means of evolving a culture of participatory development. Technology and communication types appropriate for the development of the various sectors will be identified and evaluated.	3	R
LAC 722	<b>Instructional Communication</b> Principles and practice involved in the evaluation of the communicative potentials of instructional products, especially those relating to the communication disciplines. Also a study of ways of enhancing those potentials.	2	E
LAC 723	<b>Communication Policy Development</b> The course conceptualises communication policy-making as broad-base, multidisciplinary exercise involving communication culture, the arts, literature, sociology, economics, technology policy-making; policy implementation, policy monitoring and evaluation. It is aimed at charting a future course for communication development, particularly within the African sub-region.	3	E
LAC 724	<b>Applied Communication Seminars</b> The course is designed to expose students to the practice of presenting seminars on topical issues within their areas of emphasis. The focus is on the relevance of communication to problem solution in the various areas of human endeavour.	2	R Compulsory for all M.A & MCA students
<b>BOOK DEVELOPMENT AND PUBLISHING EMPHASIS</b>			
LAC 726	<b>History and Development of Book Publishing</b> A detailed history of the development of the book from ancient times to the present day. History of the development of the book industry in some selected advanced countries of the world (e.g. the USA, United Kingdom etc.) as well as in certain developing countries (e.g. Kenya, Tanzania, India). This is with a view to using this as a useful backdrop to the examination of the development of the industry in our own (Nigerian) environment.	3	E
LAC 727	<b>Book Publishing Technology</b> A comprehensive examination of the development of the technology of book production from the time of Guttenberg to the present. Traditional book technology practices versus modern state-of-the-art technology and the implications of the latter for the book as a medium of mass communication in general and for the creation and sustenance of indigenous book publishing in Nigeria in particular.	3	E
LAC 728	<b>Advanced Text-Writing and Evaluation</b> A detailed survey and analysis of the book development and evaluation techniques both in theory and practice. Readability and style as essential considerations in the writing and evaluation of different texts for different target audiences. The course will involve detailed case studies of texts that have succeeded/failed as a result of adequate/inadequate knowledge and application of appropriate text-writing and evaluation procedures.	3	E
LAC 729	<b>Book Editing</b> Advanced and detailed examination of the major editorial functions. The book editor as a communicator and language artist in addition to the detailed study of the basic editorial functions—manuscript procurement, content and copy editing, production editing etc. Such relevant editorial issues as for example, book editing in a hostile publishing environment, editor-author relationship, procurement of subsidiary rights and permissions, the editor as public relations officer of his house etc. will be considered in detail. There	3	C

	will, in addition, be ample practical exercises in the editorial skills of copy editing, copy styling, proof reading among others.		
LAC 730	<b>Book Production</b> This will focus, in a comprehensive and detailed manner, on the various book production techniques currently available to the modern book publisher. The problems for the developing world (Nigerian) book publisher of this sophistication in book production technology in an environment of poor and inadequate infrastructure will be examined. Book design techniques and technicalities with special reference to appropriate typography for different book types: children books, trade books, academic books, reference books will be studied in detail.	3	R
LAC 731	<b>Quality Control in Book Publishing</b> A course designed to help maintain uniform standards in the practice of book production without hampering creativity. It emphasises high-fidelity proof-editing, the use of the dictionary standard editorial or proof-reading symbols, familiarity with design, layout and all elements of elegant and at the same time functional presentation.	3	E
LAC 732	<b>Book Marketing</b> A comprehensive analysis of the critical and unique nature of book marketing to the success of the book publishing enterprise. This is in addition to a detailed examination of book-pricing procedures as an important element in the marketing and sale of books. The different advertisement and book promotion techniques—publishing materials, book clubs, sales conferences, book fairs will be given adequate attention in the course of the lectures.	3	E
LAC 733	<b>Copyright and other Publishing Regulations</b> History of the development of copyright and other publishing regulations. Copyright infringement and its deleterious effects on the creative spirit. The problems of piracy in both the developed and the developing worlds with special attention paid to the Nigerian situation. The various copyright regulations (laws and decrees) in Nigeria and the effect of these on book piracy in the country. Acquisition of subsidiary and other rights as a possible way out of the book famine existing in the developing world in general, and as a way of complementing the local efforts towards a self-reliant and virile book industry in Nigeria in particular.	3	E
LAC 734	<b>Specialised Publishing (Journals, Law Reports etc)</b> The focus will be on the need for publishing for special purposes, with emphasis on the differences and similarities between such specialised publishing activities as are involved in academic journal publishing or house journal (magazine) publishing and more everyday book publishing. The specialised editorial technical know-how required for successful publishing in these specialised areas will be given adequate attention.	3	E
<b>BROADCASTING AND BROADCAST JOURNALISM EMPHASIS</b>			
LAC 736	<b>News Writing and Reporting for Broadcast Media</b> This course is designed to facilitate the acquisition of the basic skills of writing, editing, judging and reporting news for the broadcast media in ways that people will understand and care about.	3	E
LAC 737	<b>Scriptwriting and Editing for Broadcast Media</b> Advanced study of writing skills and their application to the broadcast media of radio, television and film. Emphasis will be on the uniqueness of each medium and ways of coping with the peculiarities.	3	E
LAC 738	<b>Broadcast Programme Design and Evaluation</b> A study of the theories underlying media programme design with emphasis on analysis of various formats and scheduling models as well as the examination of methods of programme evaluation in radio and television.	3	R
LAC 739	<b>Editing for Broadcast Media</b>	3	E

	Introduction to and practice in the use of the editing machine. High-band and low-band machines. Cross-editing between high- and low-band equipment, machine editing and selection of material. The editing functions of the ENG camera.		
LAC 740	<b>Techniques of Broadcast Production</b> This course is designed to familiarise students with technology types and use in broadcast production. The course is aimed at taking students through the various stages in radio and television production as well as the use of equipment such as microphones, cameras, audio and video consoles, lighting grid, telecine and filmchain, etc. Classroom instruction will be heavily supplemented by practical production exercises.	3	E
LAC 741	<b>Broadcast Economics and Management</b> A look at the broadcast media business enterprise and the way in which they are managed to make them profitable. Examples will be drawn from more developed systems such as those of the USA and the UK, for comparison with current practices in Nigeria with a view to identifying areas needing improvement and change.	3	R
LAC 742	<b>Broadcast Regulatory System</b> A study of the ways in which broadcasting is regulated in selected Western and African countries, with emphasis on the roles of broadcasting/communications commissions, broadcasting unions and pressure groups. An examination of the broadcast regulatory systems in Nigeria to identify areas of strength and weakness. Examination of ways of evolving appropriate regulations to ensure that the broadcast media are used for public convenience and necessity.	3	E
LAC 743	<b>Broadcasting and National Development</b> A study in the use of broadcasting to provide direct communication support for national development programmes. The focus is on the design of specific programmes targeted at specific national issues as enumerated in the governments' development briefs.	3	C
LAC 744	<b>International and Cross-cultural Broadcasting</b> A broad study of broadcasting practices in different countries and the cultural differences manifested by these practices. An analysis of programme flow on the international scene and the problems created by the imbalance in the flow. The role of technological dependency in creating the imbalance, some reference to the North-South debate on the New World Information and Communication Order (NWICO) as it affects broadcasting. The political, cultural, social and psychological implications of cross-cultural broadcasting.	3	E

<b>PRINT JOURNALISM EMPHASIS</b>			
LAC 746	<b>Investigative and Interpretative Reporting</b> Investigative reporting is an in-depth reporting in which all possible approaches and instruments (news leads, news contacts, news leaks, interviews, observation, etc.) are employed to dig out the truth of a matter. In interpretative reporting, the journalist pieces facts together and makes deductions from them rather than simply present the facts. This course is designed to expose students to training in both kinds of reporting and make them appreciate the differences between them, as well as their interdependence.	3	E
LAC 747	<b>Print Media Planning and Administration</b> An examination of policies which determine the priorities of communication services in Nigeria. Principles and theories underlying policy-making as these relate to communication will be examined. The course will also include	3	E

	internship in newsrooms of print media establishments.		
LAC 748	<b>Print Media Design and Evaluation</b> Principles and practice of print media layout design, with a critical evaluation of the various formats employed in the print media industry in Nigeria. A comparison of these with those available in the selected foreign countries.	3	E
LAC 749	<b>Print Media Editing</b> A study of editorial objectives and formulas and examination of the ways in which these are utilised and realised in the polishing of manuscripts. The mechanics of style, headline and headline casting. Legal and ethical responsibilities of the editor as the overseer of the editorial department.	3	E
LAC 750	<b>Print Media Production</b> This course is designed to furnish students high-level knowledge and skills in print media production. It will involve an internship in the editorial/production industry. Special skills will include assembling of manuscripts, marking for the printer, fitting copy to space, and other skills required for acceptable composition.	3	E
LAC 751	<b>Features and Editorials</b> A study of the correlation components of the print media, and practice in producing them. Differences and relationships between features and editorials, and qualities required of the writers. Critical analyses of extant features and editorials.	3	E
LAC 752	<b>Press for Rural Development/Development Journalism</b> An analysis of the need for a rural press in Nigeria, and an examination of the experiments that have been embarked upon in some African countries and elsewhere. Policy implications of the introduction of a rural press, its potential contribution in literacy campaigns.	3	C
LAC 753	<b>Specialised Reporting</b> Types of reporting requiring specialised knowledge and techniques: the courts, sports, the legislature, etc. differences between these routine types of reporting; the training needs of a specialised reporter	3	E
LAC 754	<b>Nigerian Press Laws</b> An overview of the laws that regulate professional press practice in Nigeria, and the ethical bases of such laws. Emphasis will be placed on the laws of defamation, contempt of court and seditious libel. Methods of avoiding running foul of these laws. An examination of selected cases and trials that have been held in Nigeria on the platform of the press.	3	C
<b>PUBLIC RELATIONS EMPHASIS</b>			
LAC 756	<b>Public Relations Theory and Practice</b> The course provides an overview of evolution of public relations along with its various definitions. It examines the role, scope and philosophy of public relations in different types of organisations. It highlights the four-step process of public relations practice (RACE)	3	C
LAC 757	<b>Working with the Media (Media Relations)</b> The course will focus attention principally on broadcast and print media in the social and political context. Emphasis is placed on the interdependence of public relations and media. Practical work is involved in writing publishable news releases.	3	C
LAC 758	<b>Corporate Social Responsibility and Business Ethics</b> Using lectures, seminars and case studies, the course provides an in-depth study of the social responsibility of business to its environment, employees and community; it examines the issue of ethics in public relations practice.	3	E
LAC 759	<b>Public Relations Regulations</b> A study of national and international public relations institutions with particular concentration on the Nigerian Institute of Public Relations' Code of Ethics	3	E

LAC 760	<b>Public Relations Economics and Management</b> An analysis of key economic concepts and issue relating to public relations practice in Nigeria. It will seek to develop students' understanding of the principles of management and organisation theory in modern corporate bodies.	3	E
LAC 761	<b>Political Public Relations</b> The course examines the ever-increasing and vital role of effective communication from government to citizens and from citizens to the three arms of government. It focuses on the use of Public Relations tools to monitor and respond to public opinion within the three arms of government in a democratic society. Guest speakers will be picked from government functionaries.	3	E
LAC 762	<b>Financial Public Relations</b> The course examines the role public relations plays in managing relations between organisations and their financial publics. It will focus attention on the financial media and the importance of corporate image in the financial sector.	3	E
LAC 763	<b>Institutional/Educational Public Relations</b> The course will focus attention on the role of public relations in building public understanding of higher education: enhancing alumni involvement and support, and improving educational/government relations. It will also examine what public relations can do to strengthen communication with the campus internal and external publics.	3	E
LAC 724	<b>Consultancy and In-House Public Relations</b> An in-depth review of the nature of consultancy and in-house public relations department, as well as a comparison of benefits accruing to an organisation in the use of consultancy and/or in-house public relations.	3	E
LAC 766	<b>Internship</b> Internship in any organisation related to the student's area of emphasis.	4	C Compulsory for all MCA students
LAC 767	<b>Project in Communication and Language Arts</b> Research-based, supervise project in the student's area of emphasis	6	C

#### M.Phil/PhD COURSES

Course No	Course Title and Description	Unit	Status
CLA 801	<b>Special Topics in Communication Theory</b> An exploration of psychological, sociological and linguistic theories of communication and an in-depth study of specific topics related to students' areas of emphasis	4	R
CLA 802	<b>Special Topics in Communication and Language Research</b> An in-depth study of research theories and methodologies in a specific language or communication field.	4	R
CLA 803	<b>Advanced Studies in Speech Traditions</b> Comparative studies in rhetorical traditions, extreme dialects, and research into speech problems and language competence.	4	E
CLA 804	<b>Contemporary Developments in Reading Research</b> An exploration of current theories and research methodologies in reading; analysis of communication peculiarities of local content area books and the development of appropriate diagnostic and remediation procedures.	4	E
CLA 805	<b>Advanced Seminars in Writing</b> Principles and application of instructional product development and of a variety of other print media.	4	E

CLA 806	<b>Advanced Studies in Advertising</b> A comprehensive look at the philosophy, goals, theories, ethics and practices of advertising as services communication and the ways in which it impinges on other modes and methods of communication. Also an analysis of the effects of advertising on print and electronic media performance.	4	E
CLA 807	<b>Special Areas of Applied Communication</b> An in-depth study of literature and research in a selected area of Applied Communication which is relevant to the student's research topic in the areas of Development Communication; Organisational Communication or Instructional Communication, to enable the student to discover the specific aspect on which he can make an original contribution.	4	C
CLA 808	<b>Current Issues in Book Development and Publishing</b> A deeper excursion into topical issues such as copyright infringement and book piracy; the laws of libel and sedition as they apply to book publishing; the Nigerian environment and the book publishing industry; the development of a virile reading culture; and the language arts and skills as requisite equipment for efficient work in book production.	4	E
CLA 809	<b>Comparative and Alternative Broadcasting System</b> An examination of broadcasting systems worldwide, and which systems would best meet African needs in general and Nigerian needs in particular.	4	E
CLA 810	<b>New Developments in Print Journalism</b> A look at the significant changes currently taking place in newspaper and magazine production, especially via the computer and allied electronic equipment—desktop publishing (DTP); computerised data storage and retrieval systems; computerised typesetting, scanning, etc. Also new developments in rural press and alternative journalism.	4	E
CLA 811	<b>Alternative Models for Public Relations</b> A study of alternative approaches to public relations—traditional approach, the top-down approach, etc. Public Relations budgeting—the percentage approach, the affordability approach and the objective approach. The implications of each approach or combination of approaches for achievement of results. Public Relations and propaganda; Public Relations, Advertising, Marketing and Salesmanship.	4	E