AMERICAN UNIVERSITY OF NIGERIA

GRADUATE STUDENTS' HANDBOOK

SCHOOL OF ART AND SCIENCE (SAS)

MESSAGE FROM THE DEAN 2025

On behalf of the faculty and staff in the School of Arts and Sciences (SAS), I warmly welcome you to the School of Arts and Sciences, and to also present the SAS Graduate School Catalog. This catalog will serve as your official guide to the SAS graduate programs academic standards, and will help in shaping your graduate education at the American University of Nigeria (AUN). In this catalog, you will get the details about requirement of the programs, and the courses taught in the school by program, and with the description of each program courses.

SAS offers exciting graduates programs in Arts, Humanities, Communications and Sciences disciplines – MA in English, MSc and PhD in Petroleum Chemistry, MSc and PhD in Communication and Multimedia Designs, and MSc in Communication for Social & Behavior Change. I am proud to say that we top-notch faculty members, and as well as state-of-the-art laboratories, studios and library to support these programs.

The Department of Petroleum Chemistry offers the following two graduate degrees: A Master of Science (M.Sc.), with concentrations in Oil & Gas Chemistry and Petrochemical & Polymer concentrations, and Doctor of Philosophy (Ph.D.) in Petroleum Chemistry. The curriculum is designed to train professionals in this sector, focusing on new innovations as well as modern concepts in the petroleum and petrochemical industries that will prepare them to work in academia and multi-disciplinary teams. We offer Master of Arts in English Language and Literature program with two distinct tracks: Language and Literature. The curriculum is designed to produce world-class scholars proficient in English language and literary studies, who will excel in education, public service, international agencies, and various other domains. In the communications and Multimedia Design Department, there are exciting options to choose from: The MSc and PhD program in Communication and Multimedia Designs aimed at producing graduates who are grounded in theory and research based knowledge as well as to possess the technical skills which can be effectively deployed for social development and in the communication industry, business sector, public service and institutions of higher learning. The Master of Science (MSc) in Communication for Social & Behavior Change is a collaborative program between the American University of Nigeria and the United Nations Children's Fund (UNICEF). The program is proposed by UNICEF in response to the training needs of communication personnel working in various humanitarian and development-related sectors and assignments in Nigeria.

I once again welcome you to SAS graduate programs, and I wish you an exciting and rewarding academic journey.

Bolade Agboola, PhD
Professor of Chemistry
Dean, School of Arts and Sciences

SECTION I: INTRODUCTION

1.1 M. Sc. Petroleum Chemistry

Program Philosophy

The Petroleum Chemistry M.Sc. program is meant to develop indigenous capacity in petroleum prospecting, recovery and refining as well as its processing into petrochemicals and polymers so as to reduce the over-dependence on foreign expertise. This is in alignment with Nigeria's quest for domesticating modern technologies for the petroleum industry and general industrial development.

The graduate program in Petroleum Chemistry is aimed at deepening the graduate students' theoretical and practical knowledge in the upstream and downstream oil and gas activities, as well as in petrochemical industry activities.

The program is designed to produce graduates with sound theoretical and practical knowledge required for the development of the oil & gas and petrochemical sectors of the nation's economy. It will prepare students with in-depth understanding of the upstream sector dealing with oil and gas reservoir facilities and operations for exploration, enhanced oil recovery techniques, prevention of oil and gas pipelines corrosion, advances in oil and gas recovery via catalysis and production of oil and gas-related products.

The program is aimed to provide manpower in the petrochemical sector; highly skilled scientists in the production of important chemicals from crude oil fractions and in the mega polymer industry.

It is especially designed to provide skilled manpower for the petroleum industry and the environment. Young graduates who desire to improve their chances of working in these industries will definitely benefit from this program.

The program will further evaluate the primary applications of petroleum and the important role the industry plays within the global energy industry with the broad technical issues involved in the location and development of oil and gas reserves.

The program courses have been designed to meet the urgent need for expertise in the petroleum industry.

1.2 Curriculum/Course Synopses

Table 1: Course Structure

Sn	Sources of earning credits	Credit units
1.	3 Core Courses at three (3) units each	9
2	Required Courses	14
3	Elective	3
4	Seminar	3
5	Thesis	6
	Total	**35**

The breakdown of credit requirements by MSc concentrations is as follows:

Table 2: Breakdown of Credit Requirements

SN	Course title	Core courses	Required courses	Elective	Seminar	Thesis	Minimum units required
1.	**Oil and Gas Chemistry**	9	14	3	3	6	**35**
2.	**Petrochemicals and Polymer Chemistry**	9	14	3	3	6	**35**

Table 3: Oil and Gas Chemistry Concentration

S/N	Course codes	Course Title	Credit
		Core	
1	CHE 811	Natural Gas Production and Conversion Technologies	3
2	CHE 812	Petroleum Exploration and Enhanced Oil Recovery	3
3	CHE 860	Petroleum Geochemistry	3
		Required	

1	CHE 810	Petrochemistry and Oil Refinery	4
2	CHE 840	Corrosion Chemistry	3
3	CHE 830	Advanced Instrumental Analysis	4
Choose any one (1) below			
4	CHE 890	Environmental Remediation	3
5	CHE 870	Oil and Gas Management	3
Seminars			
6	CHE 898	Research Methodology & Seminars	3
1	CHE 899	Thesis	6
Electives			
1	CHE 891	Computational Chemistry	3
2	CHE 840	Corrosion Chemistry	3
3	CHE 880	Special Topics in Petroleum Chemistry	3
4	CHE 881	Special Topics in Petrochemicals	3
5	CHE 821	Physical Chemistry in Oil & Gas Industry	3
6	CHE 831	Petroleum Law	3
7	CHE 841	Advanced Hydrocarbon Chemistry	3
8	CHE 850	Green Chemistry in Petrochemical Processes	3
9	CHE 820	Advanced Organic Chemistry	4

Table 4: Petrochemicals and Polymer Chemistry Concentration:

S/N	Course codes	Course Title	Credit
		Core	
1	CHE 822	Advanced Petrochemical Technology	3
2	CHE 823	Advanced Polymer Technology	3
3	CHE 850	Green Chemistry in Petrochemical Processes	3
		Required	
1	CHE 810	Petrochemicals and Oil Refinery	4
2	CHE 840	Corrosion Chemistry	3
3	CHE 830	Advanced Instrumental Analysis	4
		Choose any one (1) below	
4	CHE 870	Oil and Gas Management	3
5	CHE 890	Environmental Remediation	3
		Seminars	
6	CHE 898	Research Methodology & Seminars	3
1	CHE 899	Thesis	6
		Electives	
1	CHE 891	Computational Chemistry	3
2	CHE 840	Corrosion Chemistry	3
3	CHE 880	Special Topics in Petroleum Chemistry	3
4	CHE 881	Special Topics in Petrochemicals	3
5	CHE 821	Physical Chemistry in Oil & Gas Industry	3
6	CHE 831	Petroleum Law	3
7	CHE 841	Advanced Hydrocarbon Chemistry	3
8	CHE 850	Green Chemistry in Petrochemical Processes	3
9	CHE 820	Advanced Organic Chemistry	4

CHE 810 Petrochemistry and Oil Refinery

Natural gas processing acid gases removal, sulphur, dehydration, NGLs recovery, nitrogen rejection, mercury removal, physical conversions: desalting, atmospheric and vacuum distillation, solvent dewaxing and deasphalting and chemical conversions: thermal and catalytic cracking (including kinetics and mechanism), catalytic reforming, hydrotreatment and hydrodesulphurization, etc. The role of metals, organometallic complexes as catalysts in petroleum industry processes. There will be discussions on Practical Advances in Petroleum Processing such as Ultra-Clean Diesel Fuel by Deep De-sulphurization and Deep De-aromatization of Middle Distillates.

CHE 811: Natural Gas Production and Conversion Technologies

Origin of natural gas; biogenic and thermogenic process. Associated and non-associated natural gas. Discussion on chemistry and technology of natural gas treatment processes. Treatment types such as gas dehydration, recovery of natural gas liquids, and production of liquefied natural gas will be discussed. Applications of natural gas as fuel; current technologies for more efficient utilization of natural gas as fuel; natural gas as source of raw materials (C_{2+} hydrocarbons) petrochemical industry; extraction of C_{2+} hydrocarbons and their conversion to olefins for petrochemicals; production of synthesis gas from natural gas (C_1); chemistry and technology of conversion of natural gas (C_1) into petrochemicals via synthesis gas; ammonia from natural gas via synthesis gas.

CHE 812: Petroleum Exploration and Enhanced Oil Recovery

Petroleum exploration techniques such as gravity, seismic, magnetic, borehole logging etc will be discussed. Drilling operations; recovery methods (primary and secondary recovery and recovery enhancement). Offshore production; Introduction to oil field treatment; Challenges and techniques for recovery and extraction of bitumen. Discussion on enhanced oil recovery (EOR) techniques extraction of petroleum deposits remaining after the use of conventional methods. EOR techniques such as micellar, alkaline solutions, and surfactants will be discussed. Focus on how surfactants operate in interfacial processes (such as wetting and emulsion formation) and the correlations

between a surfactant's chemical structure and its action. Strategies to minimize the amount of surfactants needed in order to ensure that the EOR process is economically as well as technically successful will also be considered.

CHE 820: Advanced Organic Chemistry

In this course, students will learn how chemical reactions can be controlled; the synthesis of several complex organic molecules will be examined. These molecules will provide a fundamental background for exploring the factors that govern particular transformations within a synthetic sequence. It will cover basic theories and techniques used in modern organic chemistry. Students will learn how to apply a broad range of synthetic, medicinal, and methodological techniques to modern organic chemical research.

CHE 822: Advanced Petrochemical Technology

Focus on Chemistry and technology of production of alkenes, C4-C5 streams and BTX from petroleum fractions. Chemistry and technology of production of chemicals from alkenes, C4-C5 streams and BTX. Also, discussions on catalysis in petrochemical processes such as hydrogenation-dehydrogenation, alkylation, oxidation, oxo- and carbonylation, acid-base catalysis and polymerization will be dealt with. Production of synthesis gas from natural gas (C_1); chemistry and technology of conversion of natural gas (C_1) into petrochemicals via synthesis gas; ammonia from natural gas via synthesis gas.

CHE 823: Advanced Polymer Technology

Understanding today's market demand in polymer industry. Polymer structure, classes, and molecular weights determination, synthesis (Ionic, Radical, Coordination and Condensation) and reactions. Naturally occurring polymers (Plants and Animals), Inorganic and Organometallic Polymers. Rheology and Physical Tests, Spectroscopic study of Polymers. Additives, Composites and Fillers.

CHE 830: Advanced Instrumental Analysis

The basics and applications of electrochemical methods of analysis (potentiometry, conductometry, electrogravimetric analysis, voltametric techniques, etc.), Spectrochemical methods of analysis (colorimetry, spectrophotometry and spectrofluorimetry) and Separative techniques (solvent extraction, ion exchange, column, thin-layer and gas chromatography) will be treated. Focus on application of modern instrumental analysis, including electrochemical,

spectroscopic and chromatographic methods in composition analysis of crude oil fractions. Case studies on evaluation of tests results and predictions of products chemical and physical behaviors, e.g. Naphtha, Aviation Fuel, Kerosene, Distillate Fuel Oil, and Asphalt.

CHE 840: Corrosion Chemistry

Basics of corrosion chemistry: the corrosion process and affecting factors. Corrosion types based on mechanism; corrosion factors based on media. Cost of corrosion and prevention methods, commonly used alloys and their properties. The types of corrosion inhibitors in existence, their pros and cons. Corrosion chemistry and the electrochemistry involved; application of micro-electrochemical techniques in corrosion research. Advances in corrosion research such as use of green corrosion inhibitors and novel nanohybrid protective coatings will be looked into. Oil and gas pipeline corrosion: internal and external pipeline walls; deep water, on-land and in-land environment. Thermodynamics and kinetics of corrosion, corrosion mechanisms occurring in oil and gas production/processing systems, as well as corrosion prevention and pipeline protection will be discussed.

CHE 850: Green Chemistry in Petrochemical Processes

Explores origins and development of green chemistry, applications of green chemistry in Nigeria, application of green chemistry in petrochemical processes, turning your chemistry green, towards a zero waste chemical processes (from waste to products), enzymatic synthesis in petrochemical processes, use of less hazardous and toxic chemicals, safer products and energy efficiency by design.

CHE 860: Petroleum Geochemistry

Generation of petroleum, source rocks, migration and reservoir geochemistry. Biomarkers geochemistry. Fundamental concepts of petroleum exploration, geological processes, geological prospecting, and the technology involved in the exploration of crude and also in conversion of crude oil to petroleum. Petroleum and the environment.

CHE 870: Oil & Gas Management

NNPC, the petroleum act, and major venture agreements in the industry will be discussed. This course describes the nature and function of companies and other organizations that are involved in financial, commercial and technical activities both the upstream and downstream oil and gas industries. There will be an introduction to the principles of public and private international law

relevant to the industry and how these operate in practice with reference to industry- specific contracts, agreements and instruments. It will examine oil & gas economics and taxations, including joint operating agreements, legal arrangements and contractual relationships. Oil and Gas industry risks management, strategic operations management, and social responsibilities will be discussed.

CHE 880: Special Topics in Petroleum Chemistry

Explores a theoretical or practical topic proposed by the faculty in any of the oil and gas chemistry sub-disciplines beyond what is offered in existing courses. The course may be repeated for credit. Lab may be required.

CHE 881: Special Topics in Petrochemicals

Production and processes- advances in catalysis in petrochemistry will be discussed. Aspects of sustainability, environmental impact and future industry direction and developments will also be explored. An overview of petrochemical industry in Nigeria and globally will be discussed.

CHE 890: Environmental Remediation

This course covers aspects in controlling and management of oil spill in the petroleum industry. It will include discussions on oil spill characteristics and response, impacts and management of oil spill pollution, chemical-physical and biological remediation of oil spill, economics, and international regulations and laws on oil spill.

CHE 891: Computational Chemistry

An overview of computational chemistry techniques including molecular mechanics and Force Fields, molecular dynamics and simulation, density-functional theory, Hartree-Fock molecular orbital theory, semi-empirical and *ab* initio electronic structure theory will be discussed. Sufficient theoretical background is provided for students to understand the uses and imitations of each technique. An integral part of the course is hands-on experience with state-of-the-art computational chemistry tools running on graphics workstations.

CHE 898: Research Methodology & Seminars

How to make use of chemical abstracts and other primary and secondary data chemical banks will be discussed. Retrieval of information writing of scientific reports from different data banks including online searching will be discussed. There will be discussion on literature review in

chemical research. Research methodology in chemistry with particular emphasis in scientific report, thesis and writing will be discussed. There will also be seminar series which will include presentation of initial findings in their area of research interest and proposals to the department. The deadline for proposal presentation and defense shall be by mid-term of first year spring while the approval is expected to be by the end of first year spring. Detailed guidelines on how to prepare proposals will be provided to students.

CHE 821: Physical Chemistry in Oil & Gas Industry

Discusses physical and chemical principles relating to the production and refining of petroleum, introduces computational approach in oil and gas industry, application of physical chemistry principles and topics in oil and gas industry. The topics include-Thermodynamics, Kinetics, molecular spectroscopy and biophysical chemistry

CHE 831: Petroleum Law

There will be discussion on basic Law that regulate Petroleum Industry in Nigeria and globally. Legal perspective of petroleum, laws regulating petroleum ownership and operation in Nigeria. There will be an introduction to the principles of public and private international law relevant to the industry and how these operate in practice with reference to industry- specific contracts, agreements and instruments. It will examine oil & gas economics and taxations, including joint operating agreements, legal arrangements and contractual relationships.

CHE 841: Advanced Hydrocarbon Chemistry

This course will focus on current methods of C–C bond formation and C-C bond cleavage and other fundamental aspects of modern hydrocarbon chemistry; techniques used in modern hydrocarbon chemistry that includes alkane, alkene, alkyne, and aromatic compounds; application of a broad range of reactions and techniques to hydrocarbon chemical research.

CHE 899: Thesis

This will provide students the opportunity to carry out detailed investigations on some topics in Oil & Gas Chemistry or in Petrochemicals & Polymer Chemistry, depending on student area of specialization as approved by supervisor and proposal developed in CHE 698. It will include a wide choice of experimental research, data analysis, and discussion of the results. There will be regular presentations, and progress reports. The work is expected to be suitable for publication in a reputable Petroleum Chemistry journal.

SECTION III: PhD. PETROLEUM CHEMISTRY

3.1 Program Philosophy

The Petroleum Chemistry Ph.D. program is meant to develop indigenous capacity that will take leadership positions in research and development in the petroleum and petrochemical industries so as to reduce the over-dependence on foreign expertise. This is in alignment with Nigeria's quest for domesticating modern technologies for the oil and gas industry and general industrial development.

The graduate program in Petroleum Chemistry is aimed at deepening the graduate students' theoretical and practical knowledge in the upstream and downstream oil and gas activities, as well as in petrochemical industry activities.

The program is designed to produce graduates with sound theoretical and practical knowledge required for the development of the oil & gas and petrochemical sectors of the nation's economy. The program is aimed to provide manpower in the petrochemical sector; highly skilled scientists in the production of important chemicals from crude oil fractions and in the mega polymer industry.

It is especially designed to provide skilled manpower for the petroleum industry and the environment. Young graduates who desire to improve their chances of working in these industries will benefit from this program.

The program will further evaluate the primary applications of petroleum and the important role the industry plays within the global energy industry with the broad technical issues involved in the location and development of oil and gas reserves.

3.2 Curriculum/Course Synopses

Table 5: Course Structure

SN	SOURCES OF EARNING CREDITS	CREDIT UNITS
1.	Required Courses	15
3	Seminar	3
4	Proposal	3

5	Dissertation	24
	Total	**45**

Table 6: Course Descriptions

S/N	Course codes	Course Titles	Credit
1	CHE 910	Special Topics in Petroleum Chemistry	3
2	CHE 911	Shale Gas Chemistry	3
3	CHE 912	Biofuel	3
4	CHE 940	Advanced Catalysis	3
5	CHE 960	Advanced Petroleum Geochemistry	3
6	CHE 996	PhD Seminar 1	3
7	CHE 997	PhD Dissertation Proposal	3
8	CHE 999	PhD Dissertation	24
		TOTAL	45

CHE 910: Special Topics in Petroleum Chemistry

This course will discuss selected special topics in petroleum chemistry beyond what is offered in the existing courses. The topics to be discussed should be based on solving contemporary problems in the oil industry; introduction of new and emerging techniques in the field of petroleum chemistry.

CHE 911: Shale Gas Chemistry

This course will answer many questions on shale gas and hydraulic fracturing. The information provided in this course explains the theory and mechanism, including what shale gas is, where it's found, why it's important, how it's produced, and challenges associated with production. Natural gas production from shale formations, fine-grained sedimentary rocks with relatively low permeability that can be rich sources of petroleum and natural gas, is one of the most rapidly-growing trends in the world. It will be discussed how we can apply the current knowledge of traditional oil and gas chemistry to understand shale gas chemistry.

CHE 912: Biofuel

In this course, we will discuss fundamental concepts in understanding biofuel/bioenergy; renewable feed stocks, their production, availability and attributes for biofuel/bioenergy production; types of biomass-derived fuels and energy; thermochemical conversion of biomass to heat, power, and fuel; biochemical conversion of biomass to fuel; biodiesel production; environmental impacts of biofuel production; economics and life-cycle analysis of biofuel; value-added processing of biofuel residues; case studies on biofuel production.

CHE 920: Special Topics in Petrochemical Technology

Examination of the key elements involved in petrochemical markets- case study on a global petrochemical market will be discussed. Production and processes- advances in catalysis in petrochemistry will be discussed. Aspects of sustainability, environmental impact and future industry direction and developments will also be explored. An overview of petrochemical industry in Nigeria and globally will be discussed.

CHE 921: Advanced Organic Chemistry II

In this course, the applications of structure and mechanisms will be discussed to study various organic reactions, including stereochemistry; reaction dynamics, isotope effects, and molecular orbital theory, and heterocycles. A few examples of total synthesis will be discussed to study retrosynthesis and synthetic methodology.

CHE 940: Advanced Catalysis

This course will discuss selected special topics in advanced catalysis. The course will also discuss the design of new synthesis of petroleum related products based upon processes and synthetic routes catalyzed by transition metals, to obtain a more sustainable, efficient and economical catalytic methodologies.

CHE 960: Advanced Petroleum Geochemistry

This course will discuss selected special topics in petroleum geochemistry. It will include discussions on processes which influencing petroleum migration and trapping; geochemistry of petroleum reservoirs, geochemistry of molecular marker compounds in sediments and crude oils; petroleum geochemists' role in the oil and gas industry.

CHE 996: PhD Seminar 1

This course will discuss research methods and designs, as well as research presentation skills. Also, based on supervisors' recommendations, the students will present their initial findings in their area of research interest to the department.

CHE 997: PhD Dissertation Proposal

Each PhD student is expected to prepare and defend an original research proposal in their second semester of registration. The topic must be approved by the supervisor and the department graduate studies committee members. The student must show originality and deep knowledge of the research topic. Both in written report and oral defense, the student must demonstrate clear understanding of the literature and methods relevant to the proposal.

CHE 998: PhD Seminar 2

This course serves as a continuation of *PhD Seminar 1*, but the focus will now be on research presentations by PhD students on their research progress.

CHE 999: PhD Dissertation

The work is expected to be innovative, and it will include a wide choice of experimental research, data analysis, and discussion of the results. There will be regular presentations and progress reports. Upon completion, a final oral presentation to the department which is open to the university community will take place. The work output is expected to include an oral presentation in a conference and at least two peer-reviewed publications in a reputable Petroleum Chemistry journal.

SECTION IV: POST GRADUATE DIPLOMA (PGD) IN COMMUNICATION AND MULTI MEDIA DESIGN

4.1 Introduction

The post graduate diploma in communication and multimedia design program provides an opportunity for forward looking individuals with non or insufficient background in the field of communication and multimedia design who intend to pursue related professional careers or graduate degrees.

4.2 Philosophy

The philosophy of the post graduate program (PGDC) in communication and multimedia design is to create a remedial opportunity for advanced studies as well as for higher professional positions in industry.

Objectives: The objectives of the program are to

1. Develop student intellectual capacity understanding of the basic principles and concept in communication and multimedia design for problem solving.
2. Equip student with the basic communication and multimedia design skills for effective performance in the industry.

4.3 Course structure

The post graduate diploma in communication and multimedia design (PGDC) requires a minimum of 32 credit units made up as follows:

- Fourteen compulsory core courses (2 credits each) -----------28 units
- Research project------------------------ -----------------------------4 units
- Total -- 32 units

4.3.1 First Semester
- PGDC 700-- Introduction to communication studies
- PGDC 720—Writing for the mass media
- PGDC 740—Principles of multimedia design
- PGDC 760—Globalization development and the media
- PGDC 780—Principles of public relations and advertising
- PGDC 710—Principles of journalism
- PGDC 712—Intercultural communication
- PGDC 714—Foundations of broadcasting
- PGDC 716—Media law and ethics

4.3.2 Second Semester
- PGDC 717—Public speaking and events management
- PGDC 719—Theories of communication
- PGDC 721—Radio/ film / TV production

- PGDC 723—Multimedia graphics design
- PGDC 790—Research in communication
- PGDC 799—Research project

4.4 Course Descriptions

4.4.1 PGDC 700: Introduction to communication studies (2) is about the consideration of mass communication as a vital form of human communication. It also provides an overview of the models and elements of communication.

4.4.2 PGDC 720: Writing for the mass media (2) introduce the practice of writing for the mass media with emphasis in developing proficiency in journalistic styles and proficiency in grammar and effective use of language.

4.4.3 PGDC 740: Principles of multimedia design (2) focuses on the basic skills and techniques of multimedia design. Students learn to critically observe visual phenomena using traditional and digital media.

4.4.5 PGDC 760: Globalization development and the media (2) examine the key concepts of globalization and development as they relate to global communication and society.

4.4.6 PGDC 780: Principles of public relation and adverting (2) explores the concepts, theories and practices of public relation and public affairs. It focuses on the principles of maintaining good rapport with media gate keepers, as well as designing effective PRAD message based on audience psychographics.

4.4.7 PGDC 710: Principles of journalism (2) introducing students to the basic principles of journalism as it occurs in a variety of media forms. The history of journalism is also discussed.

4.4.8 PGDC 712: Intercultural communication (2) explores the interrelationship between communication, culture and society from the historical and contemporary perspectives. It also focuses on understanding the barriers to intercultural communication with a view to transcending them for human development.

4.4.9 PGDC 714: Foundations of broadcasting (2) is a broad overview of the physical technical and societal bases of broadcast media. It introduces students to professional handling of broadcast equipment for production purposes.

4.4.10 PGDC 717: Public speaking and events management (2) focuses on the art of public speaking, speech writing, oral debate, argument and rhetoric. It also deals with the fundamentals of organizing and managing high profile events.

4.4.11 PGDC 719: Theories of communication (2) studies the major theories in the field of media and communication. It examines the function of theories and how they are applied in communication research.

4.4.12 PGDC 721: Radio/film/TV production (2) teaches students how to produce powerful media content for radio, film and television. It includes the analysis of the political, anthropological and social environment for documentary work.

4.4.13 PGDC 723: Multimedia graphics design (2) focuses on the use of state – of – the art software in generating visual output for effective communication, business and entertainment.

4.4.14 PGDC 790: Research in communication (2) exposes students to social science research methodology as in relation to media and communication. Emphasis is placed on understanding the scientific method as well as the key concepts of empirical research.

4.4.15 PGDC 799: Research project (4) provides an opportunity for students to undertake a supervised research study based on an approved communication related problem, and to submit the final report to the department.

SECTION V: 5. UNICEF-AUN MSc IN COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE

5.1 Introduction

The M.Sc. in Communication for Development and Social Change is a collaborative program between the American University of Nigeria and the United Nations Children's Fund (UNICEF). The program is proposed by UNICEF in response to the training needs of communication personnel working in various humanitarian and development-related sectors and assignments in Nigeria.

5.1.1 Program imperatives:

I. Rapid changes in global communications call for new thinking in the ways we use communication: to reduce poverty, address humanitarian, livelihoods, social inclusion, displacement, and various other challenges, particularly in conflict-affected and post-conflict societies.

II. The concept of Development has gained new momentum with the changed configuration of the role of the State, Economic agencies, and Welfare mechanisms.

III. Developmental initiatives too have undergone radical change by putting the intended recipients at the center of the decision-making process.

IV. Developmental stimulus requires non-state agencies more than ever with the pace of change varying extremely for different sections of the society.

5.1.2 Program Objectives

I. To upgrade practitioners with specialized knowledge and skills in communication for social change.

II. To expand the knowledge base of theories around development, and its interrelation to communication, culture, behaviour change, and social transformation.

III. To understand the newer approaches to Communication for Development (C4D) concepts, methods, and techniques.

IV. To cater to the growing demand for communication experts to work on development issues in Africa

V. To impart skills in research, design, development, implementation, monitoring & evaluation of C4D interventions

5.2: Duration of Program

The program will normally cover a period of two academic sessions.

5.3: Credit Requirements

Based on the UNICEF Module, the M.Sc. in Communication for Development and Social Change requires a minimum of 36 Credit Units made up as follows:

Table 7: Credit Requirement

Sn	Sources of earning credits	Credit units
1.	10 Core Courses @5 3 units each	30 Units
2.	Electives	6 Units
3.	Thesis	6 Units
	Total	42 Units

Details of the courses and program are listed below

5.4: List of Required Courses for by Semester

(The highlighted courses are designed by UNICEF)

Table 8: **Courses are Designed by UNICEF**

Semester	Course Code	Course Title	CR	Type
Semester I	CDC800	Theories of communication for development and social change	3	Core
	CDC801	Studies on development: History, theories, and concepts	3	Core
	CDC803	Communication for Human Development	3	Core
	CDC802	Communication Research Methods	3	Core
	TOTAL: 12 CR			
Semester II	CDC815	Situation analysis for communication strategy	3	Core
	CDC816	Strategy design: Planning models, processes and levels of intervention	3	Core
	CDC812	Social Media for Development[1]	3	Core
	CDC817	Themes and methods for message design and dialogue-based materials	3	Core

[1] This course replaces UNICEF's Module 4: Media and Communication for Development (in India)

	TOTAL: 12 CR			
Semester III	CDC 820	Program Management	3	Core
	CDC 821	Research, Monitoring and Evaluation	3	Core
		Elective Course (select from the list of program electives)	3	Elective
		Elective Course (select from the list of program electives)	3	Elective
	TOTAL: 36 CR			
Semester – IV	CDC888	Thesis	6	Core
	TOTAL: 6 CR			
SUM TOTAL CR: 42				

Based on the above, the first three semesters shall be dedicated to course work. In the third semester, students will have the opportunity to choose two courses from a range of electives – based on their interests. The fourth semester will be for thesis writing up. Students are expected to pass all the course work before proceeding to write their thesis under the supervision of a competently qualified faculty.

5.5: Course Descriptions

SEMESTER 1

5.5.1 CDC 801: Studies on Development: History, Theories and Concepts

This course is designed to provide students with an overview of the history and evolution of development studies. In this module, students will learn about main theories, analytical premises, and critiques. Emphasis will be given to understanding the influence of theoretical models on development policies and programs. Particular attention is paid to the impact of theories and practice in Africa.

5.5.2 CDC 802: Communication Research Method

This course is designed to expose students to the systematic or scientific approach to knowledge building in the social science domain in general and in communication and multimedia design in particular. The scientific method is distinguished from the use of common sense and individual experience in problem-solving. The commonly used approaches to systematic inquiry in the field of communication and multimedia (such as survey method, content analyses, experimental design, and qualitative approaches) are considered in detail, using case studies. The scientific procedures in research methodology are rigorously addressed focusing on critical concepts like; Problem identification, searching for sources, evaluation and use of sources, documenting sources, literature review, research question, hypothesis formulation, data collection, data analysis, and reporting. Students will begin to distinguish the quality of the study from the quality of the report. Students will be encouraged to apply the knowledge gained in this course to begin to develop the proposals for their thesis.

5.5.3 CDC 804: Theories of Communication for Development and Social Change

The goal of this module is to familiarize students with key theories and models of communication for development (C4D) and social change. The analysis of C4D theories module is organized around three levels (individual, community/ society, structural) identified by the socio-ecological model (SEM). According to the SEM, any given development/social issue needs to be analyzed in a multi-dimensional context. Development challenges are affected by obstacles and opportunities at various levels: individual, community, social, and systems/structural. As a reaction against the psychological model that assumed that obstacles and actions primarily lie at the level of the individual, the SEM stresses the importance of the social and political environment. SEM is not a theory in the sense that it does not provide explanations or predictions about what causes affect/explain specific problems or how they need to be addressed. Nor does SEM provide a series of action guidelines – what to do and how. Instead, it is an explanatory model that offers insights into levels that need to be considered to produce nuanced assessments of a given situation.

5.5.4 CDC 803 Communication for Human Development

Communication for Development is applied to a wide range of thematic areas in development to find solutions and address underlying causes of problems that plague various populations. It is of critical importance for C4D professionals to have a good command of technical issues to be able to design and implement sound communication programs. This module addresses five thematic

areas identified as priorities in West Africa: gender, climate change, illiteracy, conflicts, food insecurity, health, and water and sanitation. Although each unit focuses on different sectors, it is important to understand connections across them, such as the role of women and gender in water management and environmental issues, the impact of climate change on food insecurity, health, and livelihoods, and the relationship between healthcare and sanitation. Likewise, it is important to analyze ways to integrate issues into common programmatic actions.

SEMESTER II

5.5.5 CDC 815: SITUATION ANALYSIS FOR COMMUNICATION STRATEGY

This course covers situation analysis, the first step

in the design of communication for development strategies. It provides students with tools to conduct situation assessments that are informed by participatory, human-rights principles, and to analyze data to guide strategic decisions.

5.5.6 CDC 816: Strategy Design: Planning Models, Processes

This course is designed to provide students with an overview of the basic steps in the design of communication strategies for development. A communication strategy is the implementation of a program to achieve communication goals in support of development goals. Communication strategies include basic, linked steps: situation analysis, goal definition, activities, materials, products and messages, monitoring and evaluation. Strategic thinking should guide decisions and ensure that the plan is implemented

5.5.7 CDC 817: Themes and Methods for Message Design and Dialogue-Based Materials

The goal of this course is to familiarise students with basic ideas and steps in message design and dialogue-based materials. Messages are the arguments for promoting change. Messages construct, modify, and maintain the meaning of certain actions in ways that inspire positive actions. Depending on strategic needs and actions, messages may change individual attitudes and behaviors, social norms, and policies.

5.5.8 CDC 812: Social Media for Development

This course focuses on social media as powerful tools and platforms for development communication. With a focus on Africa, the course will address the history, theories, ethics, and functions of social media in socio-economic, political, and cultural contexts. Students will learn how to employ social media resources and strategies in planning and critiquing development campaigns

SEMESTER III

5.5.9 CDC 820: Program Management

The goal of this course is to familiarise students with basic program management competencies and offer opportunities to apply them in concrete situations. The module also aims to cultivate analytical and hands-on competencies to understand the basic components of drafting proposals, funding mechanisms and opportunities, program facilitation, and institutional roles and responsibilities.

5.5.10 CDC 821: Research, Monitoring and Evaluation

The goal of this course is to familiarise students with the basics of development research, monitoring and evaluation (M&E). Although M&E demands specific skills and expertise as well as specialists, it is important for any C4D professional to be cognizant of basic issues that need to be considered in the design and implementation of programs. The module offers insights into the planning, conducting M&E, and data analysis and feedback.

5.6: Electives

5.6.1 CDC 823: Behavioral Change Communication Strategies

Behavioral Change Communication Strategies will expose the students to the strategies for Behavioral Change Communication, with the view to equipping them with basic skills for successful Behavioral Change Communication campaigns. The course will expose the students to the various activities, steps, approaches, skills, and tools necessary for success in Behavioral Change Communication campaigns.

5.6.2 CDC 824: Media in Humanitarian Disasters

This course addresses the role of media and communication in conflicts and humanitarian disasters. It draws on literature and case studies to explore the immediate and long-term

communication complexities in the aftermath of a crisis. The course explores ways that media and communication can contribute to a rapid response to emergencies.

5.6.3 CDC 822: Video and Film for Development

Students will be taught to understand the video and film medium as effective participatory tools of development communication and message delivery. The course will also teach the students the processes and techniques of TV and Film in relationship to development communication materials production from conceptualization, design, preparation, and production to utilization. The students will learn the rudiments of researching, creating, organizing, and structuring audio and visual material into video and film formats as well as being prepared to develop critical thinking in order to analyze the powerful aesthetic, psychological, and socio-political influences of film and TV media and their impact on communities.

5.6.4 CDC 826: Peace Journalism

This course introduces students to the conceptual and practical tools and journalistic competencies needed to report conflicts. It also explores the role of journalists in political processes and democracy. Students learn how to report real problems in society and frame them within socially responsible lenses.

5.7: Semester IV Thesis
5.7.1 CMD 888 Thesis

Students will write a thesis of 40,000 to an upper limit of 60,000 words based on original supervised research as expressed in CDC 888.

SECTION VI: M.Sc. IN COMMUNICATION AND MULTIMEDIA DESIGNS
6.1 Introduction

The M.Sc. program in Communication and Multimedia Designs at AUN is conceived as an integral part of academic, cultural, economic and social activities which are necessary for human development. Graduate students will be grounded in theoretical knowledge, practical skills as well as in the research methodologies required for knowledge building and equipping them to perform professional roles in an increasingly dynamic world of Communication and Multimedia.

The programmatic direction of the M.Sc. in Communication and Multimedia Designs is to create a liberal, and inter and multidisciplinary academic environment to support unlimited scope for creative thinking and problem solving for addressing local and global societal problems while at the same time preparing the graduates for entry into the new professional markets and emerging frontiers in the field of Communication and Multimedia Designs.

6.2 Program Philosophy

The philosophy behind the M.Sc. program is to produce self-reliant graduates and job creators whose theoretical knowledge, practical and creative skills and professional competence is of world class. In other words, the major thrust of the curriculum is to prepare competent professionals with the requisite multimedia skills, communication thinking and creative drive for solving societal and development problems. The quality of the graduates in the various sequences is enhanced through an interdisciplinary design to strengthen their roles as catalysts of development in every human endeavor.

The concept, design and delivery of the program is in response to the need for individual growth and professionalism in Africa and the need to rise up to the challenges posed by a competitive and interconnected world of communication compounded by rapid scientific and technological changes.

The successful implementation of the M.Sc. program will require the intellectual, professional and administrative commitment of the senior faculty in Communications and Multimedia Design program, particularly, those who will directly teach and supervise the M.Sc. research and practical projects.

Domicile information:

School: School of Arts and Sciences

Department: Communication and Multimedia Design

Nomenclature: M.Sc.

Nature of program: Full Time

6.3 Program Objectives

The philosophy and objective of the M.Sc. program are underpinned by the strategic goals of AUN which is to function as a leading Development University in Africa. In this direction, the program has been carefully structured, to produce graduates who will address community, national and African development problems through the application of creative communication and multimedia solutions. The broad goal of the M.Sc. program is to create a variety of scholarly opportunities for students with diverse professional aspirations to realize their dreams within a liberal and inter and multidisciplinary frame work: In pursuit of this goal the program lays emphasis on the development of individual creative approach to design as problem solving using cutting edge media technologies.

The specific goals of the program are therefore as follows:

(1.) To equip students with advanced knowledge in communication and multimedia designs which will prepare them for teaching and research positions in Institutions of higher learning.

(2.) To rigorously impart knowledge and technical skills in Communication and Multimedia Design as useful tools for creative problem solving for transforming lives.

(3.) To produce graduates who will be self-reliant employers poised to contribute directly to poverty alleviation and sustaining national financial growth.

(4.) To prepare graduates who will play effective roles in the emerging convergence culture of media and communication through a deeper understanding of the dynamics of literacy and culture.

(5.) To equip students with the requisite knowledge and skills to become global players in the theatre of International Communication.

(6.) The specific objectives and justification for each area of concentration or sequence are as follows:

6.1 The M.Sc. program with concentration in Public Relations and Advertising is about effective professional image-making for people, organizations and products. Here students will be prepared to integrate theory and multimedia methodologies for handling campaign, and to sell products and ideas for social development.

6.2 The M.Sc. program with Journalism focus is to prepare students for professional practice and leadership roles in the print media. Newspaper reporting, editorial

writing features, on line publication and management of print organizations will form the core areas of students' preparation and practical discipline in this sequence.

6.3   The M.Sc. program with concentration in Radio, TV and Film will prepare graduates who are well trained to critically analyze electronic media content and current trends in the industry with a view to creating new innovations for Movies, Soaps, Documentaries and Educational Television, in a manner that will project Africana as well as Western cultural values.

6.4   The M.Sc. program with focus on Multimedia Design will prepare graduates who are skilled and versatile in the use of digital design applications for the production of virtual graphics, and quality animation shows for public information, education and entertainment. The aim is to train young visual communicators, animators and designers who can produce indigenous multimedia concepts to project African/global culture and development aspirations.

6.4 Admission Requirements

i.   Students with CGPA of not less than 2.50 at the undergraduate level in any of the following courses shall be considered: Communication and Multimedia Design, Mass Communications, Fine/Graphic Arts, Film making, Theatre Arts, Television Production. Students without the basic course background or substantial professional experience in the field of Communication and Multimedia Design will be required to make up for this deficiency by taking the following articulation or prerequisite courses:
   a.   Introduction to Mass Communication (3 units)
   b.   Any other Articulation course chosen from the sequence of specialization (3 units)

ii.   The department may consider the introduction of an 18 months post graduate diploma (PGD) in Communications and Multimedia Designs to provide a bridge for applicants without CMD or Mass Communication related undergraduate degrees who may wish to pursue the M.Sc. CMD degree.

6.5 Duration of the program

The M.Sc. CMD program should normally cover a period of two academic sessions. The first sessions will be dedicated to course work while the second shall be for seminar; thesis and intensive sequence based practical projects. Students are expected to pass all the course work (with a minimum of B grade i.e 80/100) before proceeding to write thesis under the supervision of a faculty not below the rank of Assistant Professor with a doctorate degree.

6.6 Course Requirements

The M.Sc. in Communications and Multimedia program requires a minimum of 36 Credit Units made up as follows:

LIST OF REQUIRED COURSES FOR THE M.Sc. COMMUNICATION AND MULTIMEDIA DESIGNS

S/N	SEQUENCES	FIRST YEAR		SECOND YEAR
		FALL COURSES **(5 x 3= 15 Units)**	**SPRING COURSES** **(5 x 3= 15 Units)**	**FALL COURSES** **(6 Units)**
1	RADIO, TV & FILM SEQUENCE	CMD 701: Communication Theories CMD 703: Research Methodology CMD 705: Media Laws and Ethics CMD 707: Mass Media and Society CMD 711: Seminar	CMD 702: Advanced Film Production CMD 704: Radio/TV/Film Aesthetics & Criticism CMD 706: Advanced TV Production CMD 708: Non-Linear Editing CMD 709: Project (Capstone)	CMD 738: Thesis
2	JOURNALISM SEQUENCE	CMD 701: Communication Theories CMD 703: Research Methodology CMD 705: Media Laws and Ethics CMD 707: Mass Media and Society CMD 711: Seminar	CMD 710: Adv. News Writing & Reporting CMD 712: Feature Article Writing CMD 714: Editorial Writing CMD 716: International Communications CMD 709: Project (Capstone)	CMD 738: Thesis
3	PUBLIC RELATIONS AND ADVERTISING SEQUENCE	CMD 701: Communication Theories CMD 703: Research Methodology CMD 705: Media Laws and Ethics CMD 707: Mass Media and Society	CMD 718: Advertising research Methods CMD 720: Advertising Management CMD 722: Public Relations and Marketing CMD 724: Strategic PR Campaigns	CMD 738: Thesis

		CMD 711: Seminar	CMD 709: Project (Capstone)	
4	MULTIMEDIA DESIGN SEQUENCE	CMD 701: Communication Theories CMD 703: Research Methodology CMD 705: Media Laws and Ethics CMD 707: Mass Media and Society CMD 711: Seminar	CMD 726: Theories of Visual Comm. CMD 728: Survey of Digital Graphic Apps CMD 730: Advanced Video Production CMD 732: Advanced Multimedia Design CMD 709: Project (Capstone)	CMD 738: Thesis

Explanations

1. The interdisciplinary thread in the curriculum is woven by four (4) courses which are common to all students in the first semester (Fall), thus permitting optimum utilization of Faculty for teaching, research and supervision.
2. M.Sc. Students are required to present a seminar in the Fall of their second year which should emanate from their major practical projects.
3. The CMD 709 (3 Units) is a supervised major multimedia design project undertaken in the second year running through the program with a bias toward the student's sequence. The aim is to give the students the opportunity to undertake a rigorous and original Multimedia Design Project to address a real-life development problem.

6.7 Assessment Plan/Grading System

6.7.1 **The following guideline shall apply to all CMD graduate coursework**

a) The minimum pass score shall be 80%.

b) A student whose cumulative grade point average is below 2.00 at the end of a particular year of study shall be placed on probation for one academic session.

6.7.2 **The system of scoring and grading of courses shall be as follows:**

Marks	Letter Grades	Grade Points
90 – 100%	A- to A	4
80 – 89%	B- to B+	3
70 – 79%	C- to C+	2
60 – 69%	D- to D+	1
59% or below	F	0

6.7.3 **M.Sc. Thesis, Supervision and Assessment**

A supervisory committee of at least three faculty members (in the rank of Assistant Professor and above) selected by the Chair and Dean will guide the thesis and Community

Service project work in each case. For the purpose of assessment of thesis and dissertations, a panel of Examiners shall be constituted to assess a Thesis/Dissertation as follows:

i.   Departmental chair (Chief Examiner)
ii.   External Examiner (Chairman, Panel of Examiners)
iii.   Supervisor
iv.   Representative of SAS Dean
v.   Representative of AUN school of postgraduate studies.

7.0 Description of Courses

Common Core Courses for All Sequences (Fall Semester)

7.1.1 CMD 801: Communication Theories

This course reviews the contemporary and emerging theories and models in the field of mass communication education, paying attention to their historical development. The major theories are analyzed in detail to enhance students understanding of the mutuality of research and theory as well as their interdisciplinary application.

7.1.2 CMD 803: Research Methodology

This course is designed to expose students to the systematic or scientific approach to knowledge building in the social science domain in general and in communication and multimedia design in particular. The scientific method is distinguished from the use of common sense and individual experience in problem solving. The commonly used approaches to systematic inquiry in the field of communication and multimedia (such as survey method, content analyses, experimental design and qualitative approaches) are considered in detail, using case studies. The scientific procedures in research methodology is rigorously addressed focusing on critical concepts like; Problem identification, searching for sources, evaluation and use of sources, documenting sources, literature review, research question, hypothesis formulation, data collection, data analysis and reporting. Students will begin to distinguish the quality of the study from the quality of the report. Students will be encouraged to apply the knowledge gained in this course to begin to develop the proposals for their thesis.

7.1.3 CMD 805: Media Laws and Ethics

This course is intended to enhance the students understanding and sensitivity to the need for a smooth operation of the press for effective social development in a democratic society. Consideration is given to the constitutional provision for the press and the statutes regulating the press which include decrees, contempt of court, obscenity, sedition, privacy, libel and copyright. It also focuses on ethical issues which are critically compared and contrasted with statutes. Case studies are examined.

7.1.4 CMD 807: Mass Media and Society

The political and economic basis of press ownership and control is reviewed from the stand-point of the classical or normative theories: Authoritarian; libertarian, soviet communist and social responsibility theories. Relics of the classical theories are examined in the Nigerian and African democracy: Ownership and control problems; the role of news agencies, group and community media development. The dynamics

of media literacy and culture is explored thorough the following topics: cultural history of the mass media; modern communication technologies and their effects on society; trends in media convergence; characteristics of media audiences. Attention in paid to government-media relations in Nigeria from independence to date: typologies of government-media relationships; protest media; trade unionism and media associations in Nigeria.

7.2 Radio, Television and Film Sequence (Spring Semester)

7.2.1 CMD 802: Advanced Film Production

A practical and intensive course geared toward student development and growth in screenwriting, producing, exhibition and distribution of motion media, familiarizing students with the production process with emphasis on pre-production and post-production processes. The course also emphasizes the elements of motion media production such as production design, casting, acting, cinematography, camera operation, special effects, post-production editing, sound design and sound editing. Students will be required to demonstrate their knowledge and skill level by successfully completing a dramatic narrative film based on a story derived from a screen play written by the student.

7.2.2 CMD 804: Television/Film Aesthetics and Criticism

The philosophical perspective of various philosophers is studied with a view to understanding the ideas of beauty, and creativity in cultural and universal context. Aesthetics theory as it relates to TV and Video production is explored to create students' awareness of aesthetic principles and their general application in electronic media. The doctrine of aestheticism is considered to promote student individual power to interrogate standards of beauty and artistic creativity as well as develop their multisensory sensibilities. Professional standards will be used for the criticism of actual TV and Video programs to expose students to design weaknesses and technical flaws in production as they relate to audience taste, interest and needs.

7.2.3 CMD 806: Advanced Television Production

A practical and intensive course geared toward student development and growth in television production. The course also emphasizes the elements of TV production such as production design, script writing, make- up graphics, studio lighting, set design, directing, and studio management. Students will be required to demonstrate their knowledge and skill level by successfully completing a television program

7.2.4 CMD 808: Non-Linear Editing

This course is intent on familiarizing the student with non-linear editing processes in audio, video and film production using applications such as Adobe Creative Suites (After effects, Premiere Pro, Premiere Element), Autodesk (flame, smoke) Nero Vision etc. Students are exposed to the fundamental differences between non- linear editing (as a technique which enables direct access to any video frame in a digital video clip) and linear editing which is tied to the need to sequentially view film or hear the tape. Students will be required to undertake intensive practical exercises to demonstrate their proficiency in non-linear editing.

7.3 Journalism Sequence (Spring Semester)

7.3.1 CMD 810: Advanced News Writing and Reporting

This course is intent on exposing students to advanced techniques and styles of writing and reporting news for the print media. Specific topics to be focused upon are: Straight news reporting, interpretative reporting and magazine reporting.

7.3.2 CMD 812: Features Article Writing

The purpose of this course is to familiarize students with the structure and techniques of writing powerful feature articles for the print media. The parameters for distinguishing feature content from news content are elaborated. Types of feature stories, approaches to feature story writing and the professional approach to writing effective feature stories are elaborated.

7.3.3 CMD 814: Editorial Writing

The course examines the structure and approaches to writing persuasive and expository editorials. Concepts used to characterize editorials discussed in details are: Light hearted editorials; speculative editorials; praise editorials; tribute editorials. Students will be exposed to the common flaws associated with editorial writing: misfit titles; weak introductions; lean bodies and weak conclusions. Aspects of interpretative writing are also considered.

7.3.4 CMD 816: International Communication

The aim of this course is to survey a wide range of categories of beats for journalistic coverage: The concept of beat reporting, its importance and useful tips for effective reporting are discussed. The major categories of beats to be focused upon are: Environment, Art and Entertainment, Religion, Crime, Court, Politics, Crises, Natural Disasters, Sports, Business, Religion, Agriculture, Science and Technology.

7.4 Public Relations and Advertising Sequence (Spring Semester)

7.4.1 CMD 818: Advertising Research Methods

This course introduces students to the methods most commonly used in scholarly and professional research in advertising, including secondary, qualitative, survey, content analysis, and experimental methods. It will provide students with a basic understanding of the research process with emphasis on problem identification, appropriate method selection, including strengths and weaknesses of alternative methods, and planning and executing research. Research Methods in Advertising is designed to provide students the depth of knowledge to design and execute a research project from problem identification through data collection. Additional courses will be required to gain the knowledge necessary for statistical data analysis.

7.4.2 CMD 820: Advertising Management

Application of management principles and practice to effective development of advertising plans. Case studies on current problems in research, planning, operations, administration, and evaluation related to Advertising Management are analyzed in detail

7.4.3 CMD 822: Public Relations & Marketing

This is an advanced marketing communications course, which is intended to x-ray the differences and similarities between marketing communications and public relations. It will also explore the marketing communications processes and practices, and strive to situate whichever is the sub-set within its superset. The course will equally challenge students to explore the world of corporate branding as an integral component of PR & Marketing Communications. Uniformity in look & feel, identity selection, logo design, font type, size and color selection as well as brand enforcement are topics to be critically examined.

7.4.4 CMD 824: Strategic Public Relations Campaigns

This course hopes to guide students towards understanding the strategic processes and procedures in PR planning & operations in different organizations, institutions and companies. It will focus on specific case studies of the types, models, successes and failures of PR campaigns in different organizations, regions and contexts. Studying the primacy of PR in corporate start-ups, intra-organizational PR plan development and consolidation as well as the place of PR in corporate wind-downs, etc. will be necessary. The course will take a project driven path, to study how strategic PR campaign plans are developed, executed and managed. This is necessary in driving organizations towards achieving established public relations

mission and vision statements. Students are therefore expected to research, develop and present a number of PR plans in class and even before a wider professional or collegiate audience on, and off-campus.

7.5 Multimedia Design Sequence (Spring Semester)

7.5.1 CMD 826: Theory of Visual Communication

This course is an exposition on the various perspectives of Visual Communication theory. The concept of art and design as problem solving for development is emphasized.

The course will focus on understanding the communicative effects of design elements. The rhetorical role of digital and iconic signs in communication will be explored.

7.5.2 CMD 828: Survey of Digital Graphics Applications

This course is a survey of digital graphics applications intent on giving the students the opportunity to match their psychomotor skills and aesthetic taste with any one or a combination of the many applications available in the contemporary world of design. The survey will focus on the variety of applications that run on commonly used computer operating systems such as Windows and Macintosh. The emphasis will be to expose the students to the differentiating features as well as their strengths and weaknesses in relation to multimedia graphics design.

7.5.3 CMD 830: Advanced Video Production

Students in this course are guided to acquire and display considerable mastery of aesthetic and technical skills in video production and editing in addition to effective equipment handling and mastery of interview and documentary procedures.

7.5.4 CMD 832: Advanced Multimedia Design

T6.his course is designed to advance students' knowledge and skill in multimedia design techniques including the use of graphics, photography and animation. Students will be given rigorous tutorials in each technique to sharpen their understanding of the principles as well as the latest technologies in the field of multimedia design.

SECTION VIII: PhD. IN COMMUNICATION AND MULTIMEDIA DESIGN

8.1 Introduction

Communication and Multimedia Design has become the critical nexus between the culture of human interdependency and Development. Owing to the ubiquitous nature of the communication enterprise, the sustainability of this nexus is increasingly dependent on skilled information and media professionals. The Doctor of Philosophy (Ph.D.) program in Communication and Multimedia Design recognizes that human endeavors in the fields of education, health, engineering transportation, public relations, industrial production, agriculture, information, entertainment, sciences, technology, business management and diplomacy are all inextricably intertwined with communication and multimedia strategies.

Nigeria and Africa need to produce skilled professionals and academics in this field in order to elevate the development initiatives of government, NGOs and private organizations to a platform of high visibility in the global market place. How this can be achieved is contained in the rest of the proposal that follows; which details the description of the curriculum, the degree requirements and the administrative plan of the Ph.D. program.

8.2 Justification for the degree of Ph.D. in Communication and Multimedia, and alignment with AUN's Mission

Ineffective information and communication is at the root of Africa's development problems. The Communication and Multimedia Design program leading to the award of a Ph.D. degree will provide a platform for graduate students to acquire advanced technical knowledge and skills for effective participation in the development aspirations of Nigeria and Africa vis a vis the core values of AUN as a development university. Specifically:

1. The acquisition of advanced knowledge and research skills in Communication will prepare graduates to fill the manpower gap being created in Universities and Research Institutes in Nigeria.

2. In addition to preparing graduates for high level positions in teaching and research, graduates of this program will become key players in the management of information, communication and media industries in an increasingly globalizing information culture.

3. Graduates of this program will be equipped for leading roles as captains of media industries, where their services are critically needed to propel social and behavioral change.

4. Further justification for a Ph.D. program in CMD is derivable from the M.Sc. program which is already designed as an integral part of academic, cultural, economic and social activities

which are necessary for human development. The M.Sc. Program which foreshadows the Ph.D. is liberal and interdisciplinary with unlimited scope for creative thought to facilitate a logical progression to advanced cutting-edge research at the doctoral level.

5. Thus, the Ph.D. curriculum in CMD will build on the solid foundation set by the M.Sc. program to prepare skilled professionals who will creatively use media and communication technologies to solve problems for sustainable development in line with AUN`s vision, mission and strategic plan.

8.3 Program Philosophy

The philosophy of the Ph.D. program is to produce self-reliant graduates and job creators whose theoretical knowledge, practical and creative skills and professional competence have world class values and relevance. In other words, the major thrust of the curriculum is to prepare competent professionals with the requisite multimedia skills, communication thinking and creative drive for solving societal and development problems. The quality of the graduates in the various sequences is enhanced through an interdisciplinary design to strengthen their roles as catalysts of development in every human endeavor.

The concept, design and delivery of the program is in response to the need for individual growth and professionalism in Africa and the need to rise up to the challenges posed by a competitive and interconnected world of communication compounded by rapid scientific and technological changes. And moreover, by integrating Development Communication into the Ph. D curriculum, faculty and graduate students are encouraged to key their research work into AUN's vision of becoming Africa's leading Development University.

8.4 The specific goals of the program are as follows:

i. Equip students with advanced knowledge in communication and multimedia designs which will prepare them for teaching and research positions in Institutions of higher learning.

ii. Rigorously impart higher technical skills in Communication and Multimedia Design as useful tools for creative problem solving for industrial transformation.

iii. Produce graduates who will be self-reliant employers poised to contribute directly to poverty alleviation and sustaining national financial growth.

iv. Prepare graduates who will play effective roles in the emerging convergence culture of media and communication through a deeper understanding of the dynamics of media literacy and culture.

v. Equip students with the requisite knowledge and skills to become global players in the theatre of International Communication.

8.5 Program Objectives

The Objectives of the Ph.D. program in Communication and Multimedia Design are:

- To produce graduates who are grounded in theory and research based knowledge as well as to possess the technical skills which can be effectively deployed for social development and in the communication industry, business sector, public service and institutions of higher learning.
- To produce graduates whose mind set and career focus is in-line with the aspiration of AUN which is to function as a leading Development University in Africa.
- To produce graduates who will address community, national and African development problems through the application of creative communication and multimedia solutions.
- To create a variety of scholarly opportunities for students with diverse professional aspirations to: realize their dreams within a liberal and inter and multidisciplinary frame work; lay emphasis on the development of individual creative approach towards solving problems of community, national and global relevance, using cutting edge media technologies.
- To produce graduates who will contribute directly to improving the standards of living and sustaining national financial, human, economic and political growth.

8.6 Facilities and Resources

Multimedia Laboratory

The CMD program has two standard multimedia laboratories and a radio and Tv production studio. The lab has a suite of Mac systems with the latest editing and other multimedia software specifically designed for multimedia editing and video post-production. In addition to the above, it has ample teaching space, projector and screen and a 50 inches monitoring screen and a DVD playback system. The new Prof Idorenyin Akpan Digital Lab also has a suite of Mac Systems well equipped with appropriate web design, mobile apps and animation packages. This Lab is also designed to cater to the needs of the Multimedia Design component of the program. Both laboratories are manned by trained laboratory assistants who also double as videographers and graphic artists. The radio and TV studios is equipped to support broadcast production work as well as pedagogical activities involving radio and TV.

The CMD program also has a multimedia and interactive website which will function as the main media outlet for the program. In today's convergence culture, there is a growing shift from newspapers, terrestrial TV and radio to digitize online contents. The new website is designed specifically to provide a converged space for digitized audio, video and textual contents. The website is being optimized for mobile access and there are plans to develop an app.

A list of eBooks and rare journals in the field are available in the university library acquisition.

8.8 Relationship of the program to research and professional interests of faculty

Without prejudice to individual research interest, the Ph.D. program has been structured to cohere with the faculty's research and professional orientation and expertise which spread across six (6) sequences namely: Radio/TV/Film, Public relations and Advertising, Print Media, Development Journalism, Multimedia design and Strategic Communications. Faculty members are encouraged to engage in teaching and research activities that are in sync with AUN's development aspirations as well as contributing new knowledge in the emerging frontiers of media and communication.

8.9 Enrollment Projections

The department will mount effective promotion activities in the media to stimulate students' enrollment into the program nationally and internationally.

8.10   Administration

8.11   Admission Requirements and Undergraduate Preparation

The following conditions must be fulfilled for admission into the Ph.D. CMD program at AUN to be sealed:

- Possess a relevant Master's degree in Communication Arts, Mass Communication, Advertising/Public Relations, Broadcast Journalism, Multimedia/Graphic Designs, Film/Cinematography or related discipline from a recognized National or International university
- Attain a graduate record acceptable to AUN Graduate School as well as the University Graduate Council.
- Submit two (2) copies of academic transcript covering the undergraduate and post graduate courses previously taken.
- Submit three (3) letters of recommendation two (2) of which must be from the candidates previous Professors or academic advisors.
- Complete any Admission form as may be prescribed by the University.
- Candidates may be required to attend an interview for further screening.
- Candidates will be required to submit a brief statement of intent showing their area of interest, proposed research methodology, and tentative plan for completion.

8.12 Quality Assurance

Beginning in the second year the Program Committee will initiate an internal review of the MSc/PhD Programs. Furthermore, in line with NUC guidelines, a team of experts from NUC will evaluate the program once every 5 years.

8.13 Desired earliest date of program commencement. Fall 2023

8.14 CURRICULUM

8.15.1 Duration of Program

- The minimum allowable time for the Ph.D. in CMD is three (3) years while the maximum is five (5) years. And in each case, the following phases shall apply:

  Phase 1: Course work; Foundation research projects; Course based Seminars

  Phase 2: Developing dissertation proposal; Finding a dissertation adviser from amongst CMD faculty

  Phase 3: (Candidacy phase) Conduct individual research; Dissertation writing; Oral Examination.

8.15.2 Credit Requirements

List of Required courses

Departmental-Based Core Courses: Semester 1

SEQUENCE	COURSE CODE	COURSE TITLE	CREDIT HOURS
ALL	CMD 901	Advanced Qualitative Research Method in the Social Sciences	3
ALL	CMD 903	Advanced Quantitative Research Method in the Social Sciences	3
ALL	CMD 905	Development of Mass Comm. and Multimedia Design Theory	3
ALL	CMD 907	Contemporary Issues in Communication and Multimedia.	3

Sequence Based Core Courses: *Semester 2*

SEQUENCE	COURSE CODE	COURSE TITLE	CREDIT HOURS
TV/Radio/Film	CMD 902	African Cinema	3
	CMD 904	Issues in International Broadcast media	3
	CMD 906	Seminars in Community Broadcasting	3
	CMD 909	Ph.D. Research Seminar I	3
Public Relations & Advertising	CMD 908	Advanced Advertising Management	3
	CMD 910	Issues Management in Public Relations	3
	CMD 912	Seminar in PR and Advertising Persuasive appeals and strategies	3
	CMD 909	Ph.D. Research Seminar I	3
International Communications	CMD 914	Introduction to International Communications	3
	CMD 916	Communications & Global Change	3
	CMD 918	Seminar in Global News & Media Flows	3
	CMD 909	Ph.D. Research Seminar I	3
Journalism	CMD 920	Online Digital Reporting	3
	CMD 922	Professional Practice in Media	3
	CMD 924	Seminar in Advanced News writing and reporting	3
	CMD 909	Ph.D. Research Seminar I	3
Multimedia Design	CMD 926	Development of Visual Communication Theories	3
	CMD 928	Diffusion of Multimedia Design Technologies & Innovations	3
	CMD 930	Seminar in Multimedia Design & Development	3
	CMD 909	Ph.D. Research Seminar I	3

Research Seminar/Prospectus: *Semester 3*

SEQUENCE	COURSE CODE	COURSE TITLE	CREDIT HOURS
ALL	CMD 938	Ph.D. Research Seminar II	3
ALL	CMD 911	Ph.D. Dissertation Prospectus	3

Dissertation/Oral Defense: Semesters 4, 5, & 6

SEQUENCE	*COURSE CODE*	*COURSE TITLE*	*CREDIT HOURS*
ALL	CMD 999	Dissertation/Oral Defense	24

8.15.3 Assessment Plan/Grading System

The following guidelines shall apply to all CMD postgraduate coursework:

a. The minimum pass score shall be 70%;

b. To be in good academic standing, a student must in each semester have a Cumulative Grade Point Average (CGPA) of not less than 2.80.

c. A student whose Cumulative Grade Point Average is below 2.80 at the end of a particular year of study, shall be placed on probation for one academic session.

8.16 Dissertation Format

Students will write a Dissertation of 85,000 to 150,000 words based on original supervised research as expressed in CMD 999 practical project that may form part of the dissertation.

8.17 Final Oral Examination/Defense Format

Upon successful completion of the dissertation, candidates will undergo a final oral examination, where the opportunity to display mastery of knowledge and research skills in the area of study will be demonstrated. The candidate will equally articulate how his/her study represents substantial and original contribution to knowledge in the field of Communication and Multimedia Design. The Oral examination committee shall comprise an external examiner, an internal examiner, the candidate's supervisor and a representative of the graduate school.

The external examiner shall be from any university other than AUN and should have sufficient expertise in the area of the candidate's research while the internal examiner shall be from CMD and must have clear expertise on the area of the candidate's research.

The oral examination shall be scheduled following the procedure outlined below:

1. The candidate completes his/her dissertation

2. The candidate submits four copies of spiral bound completed dissertation to the graduate school and completes a submission form duly signed by himself and the supervisor.

3. The graduate school appoints examiners and sends copies of dissertation to examiners and to departmental Chair.
4. The graduate school informs the candidate of the date for the oral defense at least 14 days in advance.
5. An oral examination is convened as scheduled.
6. If the candidate is unable to attend or unable to defend on the appointed date, a new date may be arranged at the discretion of the department and the graduate school.

8.18 Duties of the PhD Supervisor

The duties of the supervisor include the following:

i. Help the students to ensure that the topic is researchable
ii. Provide advisory role in planning the research design and final presentation
iii. Schedule regular contact sessions of a minimum average of one hour each week for the duration of the study to guide the student
iv. Provide directions in facilitating contacts, resources and upholding research ethics

8.19 Program Catalog

A comprehensive program catalog that describes the program for the benefit of students and their sponsors will be made available. Student are also advised to consult the Graduate School Catalog.

8.20 Provisional Enrollment

Upon admission, students will be provisionally enrolled for a PhD in CMD. They may proceed to candidacy after successful completion of course work, in addition to passing a qualifying examination and submission and defense of a dissertation prospectus.

8.21 Ph.D. Candidacy

Normally, a Ph.D. student who has passed all course examinations (at the end of the first year) in addition to submitting and successfully defending a PhD Prospectus shall be accepted to the Ph.D. candidacy status.

The Ph.D. candidacy status which expires on fifth anniversary from the date of enrollment of enrollment into the PhD program (should the candidate fail to graduate within that period) shall be subject to renewal after due consideration and approval by the Departmental Chair and the Graduate school at AUN.

8.22 Dissertation Prospectus

Before advancing to candidacy, all PhD students must write and defend a dissertation prospectus. The Prospectus will explain the justification for the research, review relevant literature, identify and briefly discuss relevant theoretical, epistemological, and methodological issues and provide a detailed research design including a timetable for the completion of the research. The prospectus must demonstrate distinctive scholarship on a proposed research topic enunciating the focus of the proposed research and a clearly articulated research methodology. The prospectus will be between 10,000 and 15,000 words in length, which will then constitute the basis for the dissertation.

8.23 Prospectus Defense

The prospectus defense will both be an assessment of a student's readiness to proceed with the research and dissertation and an opportunity for the dissertation committee to provide constructive advice on the project.

The department will appoint a chair for the prospectus defense committee. The committee will be comprised of at least three faculty members, including the Chair of the department. The prospectus defense is open to all members of the academic community and students are free to invite guests. Each member of the defense committee should have received copies of the prospectus at least two weeks prior to the defense date.

The possible outcomes for the defense are:
- Pass – the student may go forward with the proposed research.
- Provisional Pass – the student will be given specific areas of the prospectus that must be addressed before the research can proceed. The examining committee will also determine by whom the revisions must be approved in order for the results of the defense to be changed to Pass. A timeframe will also be given for completion of corrections. The student will not need to face another defense committee.
- Fail – the student will be informed of the specific deficiencies of the prospectus that must be addressed in a new draft. A timeframe will be given to the student to work on the prospectus again and resubmit for another defense. If the student fails the defense a second time, the committee may recommend to the Graduate School that the student be advised to withdraw from the PhD program.

After a successful defense, a student is expected to update his or her dissertation design as the project evolves. Students are expected to successfully defend their prospectus no later than the end of their second year.

8.24 Change of Research Topic

If in the course of the PhD study, the candidate decides to change the research topic or make significant changes to the methodological approach to the study, the student must officially inform the Director of Doctoral Studies who will have the discretion to ask for a new prospectus. A new prospectus and fresh defense may be required if the research questions, methodology or subject matter change so substantially that the dissertation is a fundamentally different research project from that which was originally defended. The dissertation committee has the responsibility to ensure that the content, scope and method of the new proposal are appropriate for a PhD dissertation.

8.25 Course Descriptions

8.25.1 *CMD 901: Advanced Qualitative Research Methods*

This course examines the origin and tradition of qualitative research from 1950 to date. Topics to be focused upon include: *Characteristics of Qualitative Research, Theoretical underpinnings, The Qualitative methodological approach, Applied Qualitative method for Multimedia and Communication Research.*

8.25.2 *CMD 902: African Cinema*

The course will examine the genesis and development of the cinematic art in Africa since its inception, its role as a product of culture, and the implications of its existence in African societies. Assuming a non-compromising stance, the course will focus on both the form and content of films produced in sub-Saharan Africa, by examining the methods used by filmmakers to confront and comment on continental and global issues. The diverse aesthetic forms and genres, such as melodrama, social realism, social satire, and formalism, deployed by African Filmmakers in tackling a range of societal issues will be examined. Relying on an interdisciplinary approach, topics such as gender relations, climate change, migration, armed conflicts, tradition and modernization, corruption, social inequalities, and economic crisis, and how these feature in African films, will be areas of concern. The context of production, exhibition, distribution and the audience composition of African cinematic practices will also be discussed. Candidates will be expected to present oral seminars and position papers on selected topics.

8.25.3 *CMD 903: Advanced Quantitative Research Method*

This course is designed to ground students in Quantitative Research methodology in the social sciences with special emphasis on Communication and Multimedia. Topics: Nature of Scientific enquiry; Research Design; Probability theory; Research Questions and Hypothesis testing; Analytical techniques including T-test statistics, Chi-square statistics, Correlation and Regression. Students will be taught the research skill of searching and working with sources as well as reporting.

8.25.3 *CMD 904: Film History and Theory*

This course will explore the development of film from a historical and theoretical perspective. Drawing from a range of films, this effort will encourage candidates to engage in a rigorous intellectual exercise, critically examining cinematic theoretical positions such as realism, formalism, neo-realism, neo-formalism, semiotics, psychoanalysis, Marxist theory, the auteur theory, structuralism, and gender film theory. The course will also seek to address major developments in film history such as the silent era, the introduction of synchronous sound, the rise of the director as the primary author of cinematic products, the growth of national cinemas, and the advent of electronic imaging and digital technology. It will offer candidates the opportunity to blend film theory and history. Questions of the history, theory and context will be combined with issues of analysis and interpretation. Candidates are expected to write position papers and make seminar presentations in which they elaborate and defend their own arguments about assigned topics.

8.25.4 *CMD 905: Development of Mass Communication & Multimedia Theories*

This course involves the examination of major theoretical perspectives in Mass Communications and multimedia. Attention is paid to their historical development. The major theories and Models are reviewed in the light of Contemporary developments in the field, with a view to enhancing students understanding of how to apply methodology and theory in communication and multimedia research.

8.25.5 *CMD 906: Seminar in Community Radio and TV Broadcasting*

This seminar requires from students' presentations of research based results on approved topics of contemporary interests in Community Radio and TV broadcast. Students are expected to present three papers in all. One of the papers must either address issues in Radio or in TV broadcasting.

8.25.6 *CMD 907: Contemporary Issues in Communication and Multimedia in Nigeria*

This course is intent on examining the key historical, political and social issues that have shaped the development of the Nigerian Mass Media since independence. The contributions of religious organizations, indigenous publications, deregulation as well as the role of government and trade unions is focused upon.

8.25.7 *CMD 908: Advanced Advertising and Public Relations Management*

This course is designed to provide a thoughtful, sophisticated and integrated approach to advertising planning, coordination, decision making and control. Emphasis is placed on adapting the unique variables of advertising management strategies to impact multi varietal needs and wants of people defined by culture, psyche or conventions.

8.25.8 *CMD 909: Ph.D. Research Seminar I*

In the second year (after the successful completion of course work), students will be required to present their 1st faculty seminar after problem identification and literature review in the area of specialization based on the recommendation of the supervisor, and approved by the departmental chair. The *Seminar I* which is prelude to field work and data collection should represent a substantial progression towards the Doctoral dissertation.

8.25.9 *CMD 910: Issues in Public Relations Management*

The course is designed to expose students to the classic and extant disasters, crises and conflict in corporate setting that set the agenda for understanding the strategic relevance of issues management. It also places emphasis on the application of management principles in containing expected and unexpected issues in organizations.

8.25.10 *CMD 911: Ph.D. Dissertation Proposal*

Upon completion of course work, students will be required to present a comprehensive research proposal related to their area of specialization which must clearly define a potential problem which when scientifically investigated should represent a significant contribution to knowledge in the field of Communication and Multimedia. The dissertation proposal must be developed in close consultation with the supervisor and shall be subject to the approval of the Department Post Graduate Board.

8.25.11 *CMD 912: Seminar in Public Relations and Advertising*

This course focuses and requires from students, presentations of research based results on approved topics of contemporary interests in Public relations and advertising. Students are expected to present three papers in all. One of the papers must either address issues in advertising or in public relations.

8.25.12 *CMD 914: Introduction to International Communications*

The purpose of this course is to provide a critical overview of the dynamics of international communications both within historical and contemporary contexts. It introduces students to the theories, policies, systems, technologies and regulatory framework that guide global communications.

8.25.13 *CMD 916: Communications and Global Change*

This course explores the ways in which international communications generate social, political, economic, cultural and environmental change. It examines claims that have been made about these changes and the theories and evidence that underpin them. On completion of this course, students will be able to evaluate propositions about impacts of global communications by applying knowledge gained from an examination of historical cases and theoretical approaches to contemporary cases. The course also explores the infrastructures and governance of global communications. Students are challenged to think critically about the opportunities presented to developing countries by the liberalization of new global communication technologies.

8.25.14 *CMD 918: Seminar in Global News and Media Flow*

This seminar requires from students' presentations of research based results on approved topics of contemporary interests in Global News and Media Flow. Students are expected to present three papers in all.

8.25.15 *CMD 920: Online Digital Journalism*

In this very practical course students learn every aspect of magazine and website publication – from planning, writing and design to editorializing for the online audience. Through a series of workshops students learn how to publish using digital media.

8.25.16 *CMD 922: Professional Practice In Media*

This course provides an opportunity for students to engage in the practical production of magazines, newspapers and other online news resources using the state of the art production processes. Students are expected to demonstrate mastery of production skills such as layout, editing, advert placement, etc. Students will be required to participate in laboratory supervision of undergraduate courses in print and online media.

8.25.17 *CMD 924: Seminar in Advanced News Writing and Reporting*

Students will be required to carry out independent investigation on contemporary issues related to news writing and reporting. Students are encouraged to investigate issues which are multi, and inter-disciplinary in nature and to present a departmental seminar. The seminar requires from students' presentations of research based results on approved topics of contemporary interests in News writing and reporting. Students are expected to present three papers in all.

8.25.18 *CMD 926: Development of Visual Communication Theories*

This course is intent on exploring the development of Contemporary theories and ideas in Visual Communication with a view to understanding how the theories underpin research in Communication and Multimedia

8.25.19 *CMD 928: Diffusion of Development Multimedia Design Technologies & Innovations*

This course examines the Diffusion of Innovation as a dominant meta-theory. Its historical development, its inter-disciplinary application as well as its usefulness in the field of Multimedia and Communication are examined with emphasis on its practical application in Development Communication.

8.25.20 *CMD 930: Seminar in Development Multimedia Design*

Candidates are expected to present a research based seminar related to Multimedia Design and Development Strategies and their application in the real world or development scenarios in communities of their choice.

8.25.21 *CMD 938: Ph.D. RESEARCH SEMINAR II (6)*

Students are required to present their 2nd Faculty seminar (resonating from the problem presented in seminar I) based on the recommendation of their supervisor and approved by the departmental chair. The

seminar is presented after field work, data collection and preliminary analysis to foreshadow the findings and final reporting and oral defense.

8.25.22 *CMD 999: Dissertation/Oral Defense (12)*

Upon the successful completion of dissertation, candidates will be required to make a final oral presentation before the dissertation committee to display their mastery of knowledge and research skills in the field of Communication and Multimedia as well as articulate how the study represents substantial and original contribution to knowledge.

8.26 Sample Ph.D. Schedule

The Ph.D. program in CMD provides a unique opportunity for students with diverse media backgrounds and skills to pursue their Doctoral work in an intra and interdisciplinary manner. The following schedule shows one path towards completion of the Ph.D. program.

Year	Fall	Spring (Any three-sequence centered set)
1st	CMD 901; CMD 903; CMD 905; CMD 907	CMD 902; CMD 904; CMD 906; CMD 908; CMD 910; CMD 912; CMD 914; CMD 916; CMD 918; CMD 920; CMD 922; CMD 924; CMD 926; CMD 928, CMD 930.
2nd	CMD 909 CMD 911	CMD 938
3rd	CMD 999	CMD 999

SECTION IX: MASTERS OF ART (MA) IN ENGLISH LANGUATE AND LITERATURE

9.1 Postgraduate Degree Program Philosophy

The Department is keen on offering postgraduate programmes that will facilitate the realization of high standards comparable to global practices in the field of English Language and Literature studies. Therefore, the M.A. degree in English Language and Literature is of two programmes aimed at ensuring students' mastery of studies in English both at the level of Literature and Language. The two programmes are M.A. English (Language Concentration) and M. A. English (Literature Concentration). More specifically, the Language programme is designed to expose graduates in English and Linguistics to the study of history, structure and uses of the English Language at an advanced level. It is in addition a suitable preparation for those planning to embark on doctoral research in the field of English Language. The Literature programme is designed to expose graduates in English to literary studies in ways that extend literary scholarship beyond orthodox frontiers in order to accommodate cultural studies in response to the dynamics of contemporary literary studies. It is equally considered a suitable preparation for those planning to embark on doctoral research in the field of literary studies, and for those who want to venture into the teaching career.

9.2 AIMS/OBJECTIVES OF THE PROGRAM

The program aims at creating graduates that will facilitates the Country's National Policy on Education yearnings of creating a "free and democratic society." It is also aimed at building a united, strong and self-reliant nation. It also hopes to build a great and dynamic economy for the country." Thus, graduates of the program will be equipped to serve as diplomats, writers, teachers, employees of international organizations and multinational companies, they can be employers of labor by setting up consultancy firms and publishing houses, among others. This is because of the mission of the University as a Developmental University where "students' dreams become Africa's future."

The objectives of the curriculum are informed by a keen commitment to achieve the following:
- Produce world class scholars that will be able to exhibit mastery of English Language and Literature studies in all spheres.
- Train educators whose mastery of the field will produce and facilitate the emergence of a vibrant and competent younger generation of experts in the field of English Language and Literary studies.
- Produce world class scholars and experts who will be exceptional in educational institutions, civil service, international agencies and other fields of human endeavors.

- Produce world class scholars and experts with excellent knowledge of the methodologies of critical scholarship in English studies.

9.3 RATIONALE/JUSTIFICATION FOR THE PROGRAMME

American University of Nigeria is one of the few universities in Nigeria to offer this post graduate program in English Language and Literature with Language and Literature Concentrations. AUN has world class faculty members, who are devoted and committed as well as diligent in their job and their services. Their job is further enhanced by an excellent state-of-the-art library that subscribes to the best educational materials that can enhance research in vast areas of studies. The program also targets the country's needs for employability that necessitated the National Manpower Board Decree of 1991 (No.18).

Furthermore, in line with American University of Nigeria (AUN) mission of being a developmental university, serving the community as a repository and transmitter of knowledge, and a center for the creation of new knowledge, where students' dreams become Africa's future, the program would do the following:

- Assist in meeting the manpower demands of English experts in the exponentially expanding fields of education, media, and international organizations.
- Facilitate the emergence of competent and exceptional postgraduate students who will be able to subsequently undertake doctoral research in English and Literature studies.
- Radicalize English studies in an innovative and productive way through the extension of the frontiers of English studies with the integration of cultural studies.

9.4 ADMISSION REQUIREMENTS

Applicants must possess the university entry requirements of 5 credit passes including English Language and Mathematics, in addition the department requirement of credit pass in literature then with a minimum of second-class lower degree.

9.5 CURRICULUM/COURSE SYNOPSES

Table 20: Compulsory and Elective Courses (Literature Emphasis)

Year	Fall	Spring
1st	ENG 851 – Studies in African Fiction (3 Credits) ENG 858 – Seminar in African Literature (3 Credits) ENG 855 – Literary Theory and Criticism (3 Credits) ENG 857 – Comparative Literature (3 Credits) ENG 856 – Popular Literature and the Mass Media. (3 Credits)	ENG 853 – Studies in African Poetry (3 Credits) ENG 859 – African Diaspora Literature (3 Credits) ENG 852 – Studies in African Drama (3 Credits) ENG 854 – Cultural Theory and Criticism (3 Credits) Any Elective Course from either of the following: ENG 808 – English Language in Nigeria (3 Credits) ENG 860 – Studies in British Fiction (3 Credits)
2nd	ENG 899 – Thesis Research (6 Credits)	None

Table 21: Compulsory and Elective Courses (Language Emphasis)

Year	Fall	Spring
1st	ENG 801 – Advanced Phonetics and Phonology (3 Credits) ENG 803 – Syntax (3 Credits) ENG 805 – Psycholinguistics (3 Credits) ENG 807 – Research Mechanics in Language Studies (3 Credits) ENG 8XX – Any Advised Elective Course	ENG 802 – Semantics (3 Credits) ENG 804 – Sociolinguistics (3 Credits) Three Elective Courses from the following: ENG 808 – English Language in Nigeria (3 Credits) ENG 812 – Stylistics (3 Credits) ENG 856 – Studies in British Fiction (3 Credits)
2nd	ENG 899 – Thesis Research (6 Credits)	None

9.6 Course Descriptions (Literature Emphasis)

9.6.1 ENG 851: Studies in African Fiction

Adopting a revisionist approach, this course seeks to undertake a mapping of African fiction from the 19th century to the 21st century. To do this, it takes seriously recent fictional scholarship, which advocates for the temporal location of African fictional beginning at a period much earlier than Plaatje's *Mhudi* (1913) in order to acknowledge and include the 19th century fictions such as Native's *Marita: or the Folly of Love* (1886), Walters' *Guanya Pau: A Story of an African Princess* (1891) and others. It will also be concerned with the 1958 decisive emergence of the fiction and the major developments through a paradigm of periodization up to the 21st century.

9.6.2 ENG 852: Studies in African Drama

The course explores drama as indigenous to Africa, examining various stages of its evolution in modern times and the intersection of modern African plays and theatre together with the contemporary consolidation of African drama in African films and cinemas.

9.6.3 ENG 853: Studies in African Poetry

This course will foreground the primordial oral frame of African poetry while exploring the evolution of modern African poetry as written literature that draws inspiration from both African oral artistic tradition and Euro-American modernist tradition. Beyond the discourse of orality, the course will further concern itself with major periods and tendencies that have defined the poetry from the earliest time to the present.

9.6.4 ENG 854: Cultural Theory and Criticism

The course will focus on various theories of culture with particular emphasis on the background to the evolution of these theories as response to the tyranny of modernist culture and conceptualization. Among others, it will deal with the evolutionary processes of the theories and their interconnection with concepts such as multiculturalism, transnationalism, globalization, etc. Some of the major cultural theorists to study are Hall, Negri, Jameson, Achebe, Appiah, Ngugi. It will also incorporate explorations in African oral literature as illustration of cultural practice.

9.6.5 ENG 855: Literary Theory and Criticism

Contemporary literary theories and related concepts are prioritized in this course. Some of the theories and concepts include postcolonial theory, gender theory, masculinity, feminism, ecocriticism, deconstruction, historicism, transnationalism, cosmopolitanism, formalism, etc.

9.6.7 ENG 856: Popular Literature and the Mass Media

It broadly looks at the interactions between literature and the society and how what is widely consumed in the society like literature, music, films, videos and the mass media etc. operates within the educational scope and how theories/approaches are deployed to evaluate and validate the consumption of popular culture and the mass media. The course further looks at developing technologies and their audiences and how the consumptions of popular cultures and the mass media parallels most canonical works. Furthermore, the course is interested in examining the dynamics of what is considered low or high cultures especially within Africa that derives its aesthetics and influence from the oral traditional forms such as festivals, rituals, dance, folktales among others.

9.6.8 ENG 857: Comparative Literature

Comparative Literature examines varies literature across the globe. This is done to understand the interrelationships and divergences that characterizes the literatures. Doing this interrogates the socio-cultural and historical framework of the text and how this permeates the reading of other related areas such as film, music, art works, and interrelated subjects like history phycology and the rest.

9.6.9 ENG 858 Seminar in African Literature

The course examines how to successfully do critical reviews and research work in the field of literature and other artistic areas like music, film, paintings etc. It seeks to understand and help students to investigate, examine, critique texts and to identify nuances in those texts being analyzed. This requires a good understanding of the schools of thoughts, theories and their applications to criticism. It further expounds on how to use primary and secondary sources for research papers, literature review, proposal writing, project writing among others.

Each student will be assigned project(s) to work on and present same as seminar before the department's graduate committee and students present. This is not proposal defence and marks to be gained will be considered from the content of the work and the actual presentation thereof.

9.6.10 ENG 859: African Diaspora Literature

This course will be concerned with African literary diaspora that includes Europe, the Caribbean and the USA. Some of the major writers for study will include Hughes, Baraka, Morrison, Walcott, Braithwaite, Levy, Okri, Emecheta, etc.

9.6.11 ENG 860: Studies in British Fiction

This course focuses on the study of major British texts from the earliest stage of its evolution to the present. This course, therefore, will consider in a higher level the evolutionary trends of British Literature from its historical and sociological perspectives. There will be focus on the genre and thematic studies of literary texts written by British authors across the genres of poetry, drama and prose. The course will do a survey of periods such as Anglo-Saxon, Elizabethan, Neo-Classic, Romantic, Victorian and Modern periods. Authors such as Thomas Hardy, William Shakespeare, Matthew Arnold, John Keats, John Donne and John Milton, etc.

9.6.12 ENG 861: Studies in Oral Literature

This course expands on the debates around oral and written traditions and their interactions. It examines in a higher level the various forms of oral literature such as myths, legends, folktales, proverbs, riddles, African traditional poetry, and the epic. Besides, the course focuses on the research process in oral literature with dedicated attention on the pre-field, field and post-field activities. Apart from this, the students will be exposed to the performance process and training of oral artists. Students will be required to carry out field work and collect sample materials for analysis.

9.6.13 ENG 899: Thesis Research

The research report will be submitted by each candidate in partial fulfilment of the award of the degree. It must be within the scope of the program applied for.

9.7 Courses Description (Language Emphasis)

9.7.1 ENG 801: Advanced Phonetics and Phonology

In this course, the fundamentals of the sound systems of the language are covered: segmental representation and distinctive features theory, syllable structures, prosodic domain and stress features. Emphasis is placed on the classical and current trends in generative phonology and there will be an introduction to the recent developments in phonological theory. Problems of English pronunciation, acoustic quality of speech sounds, proper articulation of speech sounds, mother tongue interference, etc. shall also be explored.

9.7.2 ENG 802: Semantics

The course is concerned with the meaning of semantics, historical semantics, semantics in other disciplines, the scope of semantics like naming, concepts, sense and reference, etc. lexical semantics: field

and collocation, lexical semantics, sense relations, semantics and grammar—examples are formal grammar, grammatical categories, grammar and lexicon, etc.

9.7.3 ENG 803: Syntax

The course shall focus on the theory of syntax, methods of sentence structure analysis like I C analysis; the theory, methods of display, indications of constituency, X-bar theories, etc., phrase structure, different types of transformation, etc.

9.7.4 ENG 804: Sociolinguistics

The course investigates new trends, emergence and development of sociolinguistics. It will also consider such topics as speech communities and language diversity. Other areas of focus are the sociolinguistic development of a child, basic concepts of sociolinguistics: dialect, idiolect, register, diglossia, lingua franca, code switching, pidgin, creoles, etc., language and thought, influence of culture on language and vice versa. The Sapir Whorf hypothesis will also be explored in relation to influence of media on language and social class, language and ethnic group, language and gender, etc.

9.7.5 ENG 805: Psycholinguistics

The scope of the course foregrounds psycholinguistics as a discipline and its application in language learning and teaching. This will be done through focus on general theories of language acquisition, Behaviourism and mentalism: comparison and contrast, first language acquisition—A preordained language programme, second language learning, individual variation in language learning performance, Aphasia and other disorders of speech.

9.7.6 ENG 807: Research Mechanics in Language Studies

Among others, this course shall focus on techniques of research writing, organization and collection of materials for the research course. It will further focus on documentation of the text, format of bibliographies, bibliography and reference—cited format, dissertation writing, etc.

9.7.7 ENG 808: English Language in Nigeria

The course is meant to expose students to the different varieties of English and to acquaint them with the outstanding characteristics of such varieties; the emphasis here is Nigerian English whereby its incursion, roles, nature and functions shall be examined. Its unique features together with its methodology of comparing English with Nigerian languages shall be examined.

9.7.8 ENG 809: Pragmatics

The course surveys the field of Linguistic Pragmatics—the study of use of language. It explains theories and methodologies concerning how we use language to do things like making requests, statements, asking questions and others. Important theories and concepts like politeness, speech acts, implicative/ Grecean maxims, context, literacy pragmatics, social aspects of pragmatics, etc. shall constitute domains of attention.

9.7.9 ENG 810: History of English Language

The course comprises a detailed analysis of the origins, growth, development and varieties of English (from the Indo-European beginnings to the present time, with special emphasis on the earlier periods). Emphasis will be placed on the sources of language history, phonetic and phonological change, morphological, syntactical, lexical and semantic development, foreign influences, language contact, internal and comparative reconstruction, general principles and comparison with other languages.

9.7.10 ENG 811: Advanced Discourse Studies

The course shall investigate current trends in discourse studies with insights on different models for the description of English beyond the sentence units. The application of theoretical knowledge to developing different discourse skills and situations is also emphasized.

9.7.11 ENG 812: Advanced Stylistics

The course focuses on introduction and meaning of style and stylistics together with the aims and perspectives on stylistic features of spoken and written English. Attention is given to both literary and linguistic stylistics with a view to exploring the relation between style and literary function.

9.7.12 ENG 813: Contrastive Linguistics

The course focuses on how to develop the skills of contrastive linguistic analysis through phonological, morphological, and syntactical topics in an attempt to understand differences and similarities between two languages, survey of theoretical and practical principles in contrastive linguistics.

9.7.13 ENG 899: Thesis Research

The research report will be submitted by each candidate in partial fulfilment of the award of the degree. It must be within the scope of the program applied for.

Summary of Credits (Semester by Semester)

Year	Semester	Credit Hours
1st	Fall	15
	Spring	15
2nd	Fall	6
Total Credits		**36**

9.8 Graduation Requirements

Minimum number of Earned Credit Hours for graduation: *36 minimum total credits*

Minimum number of years for graduation: *one year and six months (3 semesters)*

List of Academic Staff & Qualifications
School: School of Arts and Sciences (SAS)

S/N	Name	Qualification	Rank	Specialization	Status
Communication and Multimedia Designs					
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2.	Dr Ikechukwu Williams Eke	Ph.D. Communication Sciences - North-West University, South Africa 2019 Communication and Language Arts - University of Ibadan 2012 B.A. Mass Comm. Ebonyi State University 2005	Lecturer II	Communication Sciences	Full-time
3.	Dr Nyiyongu Charles Ngusha	Ph.D.- Mass Communication Nasarawa State University 2025 M.Sc. Mass Communication Benue State University B.Sc. Mass Communication Benue State University	Lecturer II	Mass Communication	Full-time
4.	Dr Barikui Nnaane	Ph.D. Mass Communication University of Nigeria, Nsukka 2015 M.A. Mass Communication University of Nigeria, Nsukka 2008	Associate Professor	Mass Communication	Full-time

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Department of English and Literature					
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3	Dr Richard Awoshiri Kamai	Ph.D. in Linguistics, University of Western Cape South Africa 2018 B.A. Applied Linguistics University of Maiduguri 2003 B.A. English Language University of Maiduguri 1998	Senior Lecturer	Linguistics	Full-time
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5	Dr Robert Tindol	Ph.D. English - Claremont Graduate 2007 B.A. English - University of Texas B.A. English - Howard Payne University	Associate Professor	English	Full-time
6	Dr Brian Reed	Ph.D. English - University of Washington 1992 B.A. English - Atlanta University 1979 B.A. *cum laude* English - Pacific Lutheran University 1977	Associate Professor	Literature	Full-time
7	Dr Israel Oluwaseun Adeleke	Ph.D. in English (Literature) - University of Ibadan 2023 B.A. in English - University of Ibadan 2016	Lecturer II	Language & Literature	Full-time

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		Department of Petroleum Chemistry			
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2	Dr Yahaya Muhammad Falalu	Ph.D. Inorganic Chemistry - Modibbo Adama University MTech. Organic Chemistry - Modibbo Adama University B.Sc. Chemistry - Umaru Musa Yar'adua University	Lecturer II	Organic Chemistry	Full-time
3	Dr Olosho, Adebayo Isaac	Ph.D. Industrial Chemistry - University of Ilorin 2017 M.Sc. Industrial Chemistry - University of Ilorin B.Sc. Industrial Chemistry - University of Ilorin	Lecturer II	Industrial Chemistry	Full-time
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