

UNIVERSITY OF PORT HARCOURT  
FACULTY OF HUMANITIES  
*Department of*  
Linguistics and Communication Studies

**STUDENTS' HANDBOOK**

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## **Vision/ Philosophy of the Department**

The guiding philosophy of the Department is to study and promote human dignity through language and communication. This will lead to the production of the following categories of people:

- i) Practising linguists equipped with the basic tools to deal with matters concerning language;
- ii) Professional communicators for both electronic and print media;
- iii) Public relations officers, editors, book publishers, advertisers, press secretaries, librarians and others concerned with documentation, etc.

## **Aims and Objectives:**

The major aims and objectives of the department are:

- a. to respond urgently to the global challenge to up-date the curricula in linguistics and communication-related programmes, so that they can meet the demands of the changing world;
- b. to provide students both with the basic techniques of linguistic analysis and with the practical tools for communication in the global village of today and tomorrow;
- c. to produce graduates with well-rounded education, who are not only professional communicators, but also experts in their working language (in our own case – English), and
- d. to produce high-level manpower who are well-grounded enough to assume responsibilities as editors, book publishers/printers, journalists, public relations officers, advertising officers, practicing linguists, (press) secretaries, communications officers, language teachers, etc.
- e. to give students a broad understanding of the scientific study of human communication system in both theory and practice.

<b>Programmes offered by the Department (at a glance)</b>	
<p>1. Certificate Course in Communication Studies <i>Areas of Emphasis:</i></p> <ul style="list-style-type: none"> <li>• Mass Communication</li> <li>• Public Relations</li> <li>• Advertising &amp; Publishing</li> <li>• Linguistics <ul style="list-style-type: none"> <li>- Descriptive Linguistics</li> <li>- Applied Linguistics</li> </ul> </li> </ul>	<p>6. MA &amp; PhD Linguistics <i>Areas of Emphasis:</i></p> <ul style="list-style-type: none"> <li>• Descriptive Linguistics</li> <li>• Applied Linguistics <ul style="list-style-type: none"> <li>- Language Teaching</li> <li>- Clinical Linguistics</li> </ul> </li> <li>• Sociolinguistics</li> <li>• Historical Linguistics</li> </ul>
<p>2. Certificate Course in Nigerian Languages</p>	<p>7. MA &amp; PhD Linguistics &amp; a Nigerian Language <i>Areas of Emphasis:</i> Igbo, Ikwere, Izon, Kalabari, Kana</p>
<p>3. BA Linguistics &amp; Communication Studies <i>Areas of Emphasis:</i></p> <ul style="list-style-type: none"> <li>• Linguistics</li> <li>• Communication Studies</li> </ul>	<p>8. MA &amp; PhD Communication Studies <i>Areas of Emphasis:</i> Communication Theory/International Communication Development/Cultural Communication Public Relations/Advertising Broadcast Media Research Print Media Research</p>
<p>4. BA Linguistics &amp; a Nigerian Language <i>Areas of Emphasis:</i> Igbo, Ikwere, Izon, Kalabari, Kana or any other Nigerian language</p>	
<p>5. Postgraduate Diploma in Communication Studies</p>	

### **A Brief History of the Department**

The University of Port Harcourt started with a School system. In the original academic structure, the School of Humanities had three disciplines: History, Language, and Literature. Linguistics was conceived as the theoretical core of the discipline of Language, which would be closely related to the study of actual languages: English, the official language of Nigeria as well as an international language; Kiswahili, an international African language; French, German, Portuguese, and Spanish, international languages which are past and/or present official languages in Africa; Igbo,

the nearest major Nigerian language; Ikwere, Izon, Kalabari and Kana, the four largest languages of former Rivers State, used in the regular news broadcasting; and all other Nigerian languages, with particular emphasis on the development of the languages of Rivers State, where the University is situated. Close interdisciplinary co-operation was expected, such that the literary aspect of all these languages would be taught by the discipline of Literature. In the few years of its operation, graduates were produced in the discipline of Language with emphasis on English, Kiswahili, French German, and Portuguese.

The interdisciplinary importance of Language was also expressed by the discipline of Language offering two GES courses: **Communication Skills I** (= Use of English) and **Communication Skills II** (= Introduction to a Nigerian language other than the student's mother-tongue, designed to increase inter-ethnic understanding).

Popular demands soon led to a restructuring into a conventional Faculty/Department system. The two disciplines of Language and Literature were re-structured into three departments:

- English Studies: both language and literature
- Foreign Languages & Literatures: both language and literature
- Linguistics & African Languages: both language and literature

Thus, the Linguistics programme was now restricted to Linguistics as the core, and was related chiefly to Kiswahili on one side and Nigerian languages on the other, though students of English continued to take a number of Linguistics courses as an optional or compulsory part of their programme. Emphases were planned giving scope for Linguistics with Igbo/Ikwere/Izon/Kalabari/ Kana, but because of lack of specialized staff these programmes have not taken off. The Linguistics programme is therefore a fairly conventional one, but still lays some emphasis on students acquiring proficiency in writing their own languages as well as English; we do not expect to graduate students illiterate in their own language.

In GES, *Communication Skills in English* has of course continued as required by the NUC, while the innovative second course which was renamed *Study of a Nigerian Language and Culture*, has been dropped.

At the time of the first NUC accreditation exercise, some minor changes in the programme were made to accommodate requirements by the NUC or to improve sequence. The programme continues to produce good graduates who perform well in the graduate programmes of this and other universities.

A few years ago, a need was felt to further modify our programmes due to the increasing global need to achieve a unified theory of communication which draws input from all the disciplines concerned with the study of communication systems. Experts have come to realize that there is a vacuum in the linguistics and communication

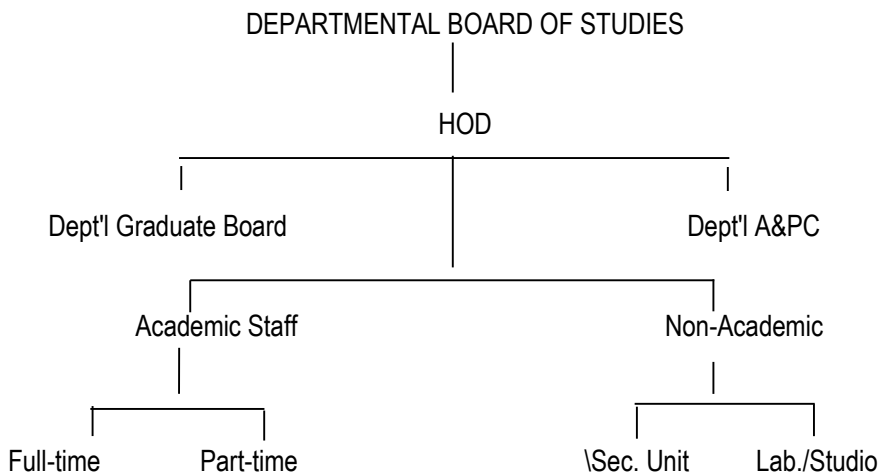
studies interface that needs to be filled. It is now obvious that neither linguistics nor any of the social sciences such as mass communication, communication arts, journalism, information studies and library studies can provide all the insight in communication. Consequently, there has been a global trend to up-date the curricula in linguistics and communication-related programmes, so that they can meet the demands of the changing world. So, what we have done is to synthesize the latest developments in communication technology with the basic insights of linguistics, and to apply this synthesis to the study of the languages used by Africans as they interact with the global situation.

These modifications necessitated the change of the name of the Department from *Linguistics and African Languages* to *Department of Linguistics and Communication Studies*.

The Department now offers the following programmes:

- Certificate Course in Communication Studies (Full-time)
- Certificate Course in Nigerian Languages
- BA Linguistics & Communication Studies (Full-time/Part-time)
- BA Linguistics/Igbo, Ikwere, Izon, Kalabari, Kana or any other Nigerian Language (Full-time)
- Postgraduate Diploma in Communication Studies
- MA & PhD Linguistics
- MA & PhD Linguistics/Igbo, Ikwere, Izon, Kalabari, Kana
- MA & PhD Communication Studies

## Organizational Structure



The decision making organ of the Department is the Academic Board. The meeting of the Board is headed by the Head of department and every academic staff is allowed to contribute to deliberations after which the consensus is reached and the Head of department implements the outcome of the Board's decision

## Student's Welfare

- (a) **Handling of academic grievances:** Students who are not happy concerning certain issues in the Department are advised to consult their academic advisers or the Head of Department to lay their complaints. Students who are uncomfortable with their scores in a particular course are given the opportunity to apply for the remarking of their scripts. Students are encouraged to attend regular Departmental Dialogue as a forum where their problems can be brought before the entire academic and non-academic staff of the Department. Individual members of staff are also ready to listen to students' problems and to advise them. Staff-student relations are generally cordial, and group or individual protests are rare.
- (b) **Student Academic Advising:** Every student is assigned an academic member of staff as adviser. As a matter of principle, female students are assigned to female advisers and male students to male advisers.

## Examinations

Examinations are set by the member(s) of staff who teach(es) a course, and the questions are moderated by another member of staff, following a list proposed by the Head of Department and approved at a Departmental Board meeting. The course lecturer leads a team of invigilators (who are academic members of staff) to invigilate the examination in a particular course, especially in the case of large classes. This helps to check the intrusion of 'mercenaries'. The graded scripts with the marking scheme and the question paper are passed to the moderator, who reviews the answers and the standard of marking, and make comments or suggestions (where necessary). The results agreed upon by the chief examiner and the moderator are entered in quadruplicate on the approved marksheets, and when duly signed and approved, one copy is displayed on the Departmental notice-board. At the end of each semester, students are issued temporary statements of results duly vetted and signed by the Head of Department.

Incidents of examination malpractice are treated with utmost seriousness. Students are advised to be familiar with the University's policy regarding this. The Department has an Ethics Committee which investigates reports of examination malpractice. Proven cases are referred to the University's Ethics Committee which handles such matters according to laid-down rules.

### **(CULLED FROM UNIVERSITY OF PORT HARCOURT STATEMENT OF ACADEMIC POLICIES)**

#### **Examination Regulations**

18.1 Examiners should ensure that the question papers are prepared under conditions of maximum security and are ready in time. For all examinations, well-packaged question papers must be accompanied by a list of Supervisors/Invigilators and the relevant forms (see appendices 2 and 3). The Examiners should ensure that the question papers, adequately packaged and sealed, are submitted to the Supervisor at least one hour before the start of the examination.

18.2 Subject only to administrative supervision by the office of the Provost/Dean/Director, the conduct of course examinations shall be the responsibility of the Head of Department. The Head of Department should ensure that examination questions are moderated.

18.3 For each examination there should be a supervisor and invigilators in a ratio of at least one invigilator to 50 students, including both male and female invigilators.

18.4 It is the responsibility of the Parent Department to appoint supervisors and invigilators. The list should be forwarded to the Head of the Teaching Department not later than one week before the commencement of semester examinations. Students should be seated according to their Departments and they should be invigilated by academic staff from their Departments.



18.5 Supervisors should be appointed from the rank of Senior Lecturer and above and invigilators should be other members of academic staff. Part-time teachers, where necessary, are also regarded as Internal Examiners.

18.6 Supervisors must identify and check students into the examination hall using the authenticated register of students for that course. The student must show the invigilator his/her registration/identify card on entry to every examination. He/she must leave these on the desk throughout the examination for easy inspection by the invigilator.

18.7 All examination scripts used by the students must be endorsed by the supervisor at least 30 minutes after the commencement of the examination.

18.8 The invigilator must ensure that no student removes from the examination venue any paper or other examination material except the printed question papers where it is allowed. Answer booklets are the property of the University and must not be in the possession of students.

18.9 During examinations the security must be stepped up, especially around examination centers, to ensure the safety of staff and students. The Security Department is to ensure that no persons not involved in the examinations are allowed to loiter around the hall.

18.10. No unregistered student is allowed to take any examination.

18.11 A student should be in the examination room at least 30 minutes before the start of the examination. A student who is up to 30 minute late shall be admitted, but shall not be given any extra time. A student who arrives more than 30 minutes after the start of the examination shall not be admitted. A student may be allowed to leave the examination room temporarily before the end of the examination, but must NOT:  
(a) do so during the first hour of the examination except in cases of emergency like illness;

(b) do so unaccompanied OR with his scripts.

18.12 All students must write their name and matriculation number and sign the attendance register within the first hour of the examination.

18.13 All students must write their number (not name) at the appropriate places on the cover and pages of the answer booklet.

18.14 No student shall keep any handbag, briefcase, books, notebooks, or paper near him/her during the examination.

18.15 No student shall directly or indirectly give or accept any assistance during the examination, including lending borrowing any material.

18.16 No student shall continue writing when, at the end of the allotted time, the invigilator orders all students to stop writing.

18.17 A student shall avoid noise-making and/or communicating with any other student or with any other person, except with the Invigilator if necessary.

18.18. Students who disrupt an examination at any venue will have their examination cancelled', and they will be required to re-register for the course.

18.19 At the end of the examination the Supervisor/Invigilator should ensure that the scripts are checked, properly packaged, and returned along with relevant forms to the Chief Examiner.

18.20 A member of staff who fails to turn up for invigilation shall lose a monthly examination allowance for each offence and be queried for this act the first time. If this is repeated during any other period of examination the member of staff will lose the monthly examination allowance for each offence, and will in addition lose the next promotion and be warned in writing by the Vice-Chancellor.

18.21 The Provost/Dean is responsible for reporting to the Vice-Chancellor any defaulting invigilator.

18.22 These examination regulations apply to all students studying for the award of University of Port Harcourt degrees, diplomas and certificates, and where appropriate to all staff.

## **19. RESULTS**

19.1 Results should be returned in quadruplicate distributed as follows: a copy to the course lecturer, a copy to the Head of Department, and two copies to the Dean, who signs and returns one copy of the mark sheet to the Department.

19.2 Summary of result for all courses taken in the Department with the date of departmental meeting reflected on them shall be presented to the Extra-Ordinary meeting of Senate five weeks following the conclusion of the semester and degree examinations. Lecturers who fail to meet the deadline would face strict sanctions of salary suspension. The Dean shall report such lecturers to the Vice-Chancellor for the necessary sanctions to be applied.

19.3 A moderator for an examination must have access to the scripts and the course mark sheet must show an itemized distribution of the score. All results must be published provisionally not later than 24 hours after the Faculty Board had considered them.

19.4 Computation of results should be restricted to academic staff.

19.5 Examiners should ensure the security of scripts, and the scripts should normally be returned to the Head of Department after one year. Scripts are not to be disposed of until after five years.

19.6 Faculty Officers, Heads of Departments, and Provost/Dean/Directors should ensure that mark sheets and results are treated as high security documents. A copy of the mark sheets of all the courses should be sent to the Registrar for preparation of students' transcripts.

## **20. Procedure for Change of Results**

20.1 Results may be changed as a result of a review or as the result of the discovery of an error or fraudulent change in the recording of either semester or degree results.

20.2 No result/grade approved by the Faculty Board shall be changed without reference to the Faculty Board.

20.3 No result/grade approved by Senate shall be changed without reference to Senate.

20.4 Any application for a change of grade must be made in writing, appropriately routed, giving clearly define reasons for the change.

20.5 Where the change is suspected to be the result of fraud, it should be investigated at the appropriate level and a recommendation made to Senate.

## **21. Procedure for the Review of Scripts of Aggrieved Students**

21.1 Students shall be entitled to see their marked examination scripts if they so desire, provided appropriate steps are taken to safeguard the scripts.

21.2 Any student who is aggrieved about the grading of a course examination may petition his/her Head of Department in the first instance. The Head of Department shall refer the petition to the Dean of the Faculty, who shall cause the scripts to be re-assessed and the scores presented to the Faculty Board for determination.

21.3 A student applying for a review of answer scripts shall be required to pay the approved fee to the Bursary Department before commencement of the review. This shall be exclusive of postage and honorarium to the reviewer where applicable.

21.4 If the appeal results in a significant improvement (i.e. a change in letter grade ) on the student's original grade, the fee so paid shall be refunded to the student within 30 days from the release of the result. Students whose letter grade is not marked higher lose their money.

21.5 Application for review of answer scripts must be made not later than one month from the date of publication of results by the Faculty.

21.6 The application must be personal, i.e. an appeal by someone for the review of someone else's script shall not be entertained.

21.7 No group appeal by candidates involved in the examination in question (or any other group of persons) shall be entertained.

## **22. Procedure for Investigation of Examination Malpractices**

22.1 Definition of Examination Malpractice.

Examination malpractice shall be defined as all forms of cheating which directly or indirectly falsify the ability of the student. These shall include cheating within an examination hall, cheating outside an examination hall, and any involvement in all illegal examination-related offences. Forms of cheating are categorized as follows:

### **A. Cheating within an examination hall/room**

1. Copying from one another/exchanging question/answer sheets.

2. Bringing in prepared answers, copying from textbooks, notebooks, laboratory specimens or any other instructional aids smuggled into the examination hall.
3. Collaboration with an invigilator/lecturer where it involves the lecturer providing written/oral answers to a student in the examination hall.
4. Oral written communication between/amongst students.
5. Bringing in prepared answers written on any part of the body.
6. Receiving information, whether written or oral, from any person(s) outside an examination hall.
7. Refusal to stop writing at the end, of the examination.
8. Impersonation.
9. Non-submission of answer scripts at the end of an examination.
10. Illegal removal of answer scripts from the examination hall.
11. Copying laboratory and fieldwork reports and or term paper or others.
12. Manipulation of registration forms in order to sit for an examination for which the student is not qualified.
13. Sitting for an examination for which the student is not qualified as a result of manipulation of registration forms.
14. Colluding with a medical doctor in order to obtain an excused duty/medical certificate on grounds of feigned illness.

**B. Cheating outside the examination hall/room**

1. Plagiarism is a form of examination malpractice and should be investigated and punished. Plagiarism is the use of another person's work without appropriate acknowledgement both in the text and in the references at the end.
2. Colluding with a member of staff to obtain or on his own initiative obtaining set questions or answers beforehand.
3. Colluding with a member of staff to modify or on his/her own initiative modifying students' score cards, answer scripts and/or mark sheets.  
Colluding with a member of staff in order to submit a new, prepared answer script as a substitute for the original script after an examination.
4. Writing or projects, laboratory and/or field reports on behalf of a student by a member of staff.
5. Soliciting for help after an examination.

6. Secretly breaking into a staff office or departmental office in order to obtain question papers, answer scripts or mark sheets, or substituting a fresh answer script for the original script.
7. Refusing to co-operate with the Faculty Investigating Panel or the Senate Committee on Examinations Malpractices in the investigation of alleged examination malpractices.

**C. Related offences**

1. Producing a fake medical certificate.
2. Assault and intimidation of the invigilator within or outside the examination hall.
3. Attempting to destroy and/or destroying evidence of examination malpractice.
4. Intimidation/threats to extort sex/money/other favours from students by a member of staff in exchange for grades.

**22.2 Investigation of Examination Malpractice**

22.2.1 Any unauthorized material found in the possession of a student shall be seized by the Invigilator after the student has signed it, acknowledging that it was retrieved from him/her. Refusal to sign is tantamount to acceptance of guilt.

22.2.2 Where the student refuses to sign, the Invigilator should make a clear statement on the answer sheet and sign.

22.2.3 The student shall, however, not be prevented from finishing the examination.

22.2.4 The Invigilator shall, immediately after the examination, submit a written report to the Head of the Department conducting the examination.

22.2.5 The report shall include all necessary information, following the format given in Appendix 4.

22.2.6 The Department conducting the examination shall set up a committee/panel to examine the merit of the case.

22.2.7 If the Departmental Board feels that a prima facie case has been established, the case be presented to the Faculty Board which shall appoint a panel to investigate the case and report back the Faculty.

22.2.8 If the Faculty is satisfied that a case had been established, the case should be reported to the Senate Committee on Examination Malpractice (SCEM).

22.2.9 The Senate Committee on Examination Malpractice (ECMP) shall investigate the case and report to Senate for decision.

22.2.10 The investigation of Examination Malpractice should take as much time as it takes to dispose of the matter, but it must not go beyond the end of semester following the one in which the offence was allegedly committed. Meanwhile, the student alleged

involve in an examination malpractice shall be allowed to register for course and take examination in them. But results of the courses shall not released by the parent or any other department until investigation has been completed and his/her innocence established by Senate.

### **23. Punishment for Examination Malpractice**

23.1 (a) A student found guilty of any form of examination malpractice in section A, has the result in the course cancelled and suspended for one semester for a first offence. Suspension for one session is the punishment for a second offence.

(b) A student found guilty of any form examination malpractice in section B, has the result in the course cancelled and is suspended for the first offence. Expulsion from the University is the punishment for a second offence.

(c) A student found guilty of any offence in section C, is expelled from University.

(d) member of staff involve in aiding and abetting students in examination malpractice should be made to appear before an investigation panel. If the member of staff is found guilty, the report should be sent to the appropriate Disciplinary Committee.

2.3.2 the decision should be communicated to all students and their sponsors before the commencement of each session. The information should be pasted on all notice boards throughout the University and should also be contained in each Faculty prospectus so as to give it a widest publicity.

23.3 the decision should take effect immediately after the publication.

23.4. Member of staff involve in aiding and abetting students in examination malpractice should be made to appear before an investigation panel. If the member of staff is found guilty, the report should be sent to the appropriate Disciplinary Committee.

23.5 For students involved in an examination malpractice and proven guilty, Senate should take the ultimate decision, while for staff, the appropriate Disciplinary Committee (as specified in the conditions of service) should forward its recommendation to Council.

### **Academic Atmosphere**

In pursuit of academic excellence and uniform standards, all members of academic staff attend the undergraduate vivas. Two members in addition to the supervisor are asked to read each project in advance, and at the viva, the External Examiner, the supervisor, and the other internal readers all ask the student questions, and all participate in the grading of the long essay. This has various good effects; young and new members of staff learn by observation what are normal standards and practices; all members of staff become aware of areas in which they do not supervise, and what is being done there; students realize that they are being assessed by the whole

Department, and that any favouritism or prejudice is thereby neutralized; the rare cases where students have plagiarized are readily detected because they cannot answer simple questions on what they are supposed to have written.

The Department regularly organizes Departmental Seminar where academic staff and graduate students take turns to present papers. Attendance to our Departmental Seminar Series is open to all categories of students and members of staff.

## 1. Certificate Course in Communication Studies

**Target:** The programme is designed for secretaries, public relations personnel, advertising and sales personnel, broadcasters, news reporters and all those in professions that require the effective use of language for their daily business, but who do not have any formal training.

**Duration:** The programme will last for one academic session of two semesters.

**Entry Requirements:** To be eligible for admission into the certificate course, candidates must possess 5 Ordinary Level Credits which must include English.

**Requirements for Continuation:** Candidates who wish to continue with our regular degree programme in Linguistics & Communication Studies must, in addition to the above entry requirements, pass the Certificate Programme with at least a Credit (i.e. 60%), depending on availability of space and general performance in the certificate programme.

**Classification of Certificate:** The certificate is classified as follows:

1. 70% - 100% Average	=	Distinction
2. 60% - 69% Average	=	Credit
3. 50% - 59% Average	=	Merit
4. 40% - 49% Average	=	Pass
5. 0% - 39% Average	=	Fail

**Areas of Specialization:** The following are areas of specialization for the certificate course:

- Mass Communication: Print Journalism, Broadcast Journalism
- Public Relations
- Advertising/Publishing

On Admission, students will be divided into groups for practical or tutorial purposes, according to their areas of specialization.

## **Courses and their Titles**

### **A. First Semester**

1. LCS 001.1	Linguistics	3
2. LCS 002.1	Mass Communication	3
3. LCS 003.1	Grammar	3
4. LCS 004.1	Reading & Written Communication	3
5. LCS 005.1	News Writing & Reporting	3
6. LCS 006.1	Oral Communication for Broadcasters	3
7. LCS 007.1	Advertising	3

### **B. Second Semester**

1. LCS 008.2	Public Relations	3
2. LCS 009.2	Syntax and Semantics	3
3. LCS 010.2	Print & Broadcast Journalism	3
4. LCS 011.2	Organizational Communication	3
5. LCS 012.2	Publishing	3
6. LCS 013.2	Digital Communication	3

Choose any **ONE** according to your Area of Specialization:

*Mass Communication Option*

7. LCS 014.2	Radio/Television Production	3
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*Public Relations Option*

9. LCS 015.2	Corporate Communication	3
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*Advertising/Publishing Option*

10. LCS 016.2	Advertising Production Techniques	3
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## **Course Descriptions**

**LCS 001.1 Linguistics:** The purpose of this course is to introduce students to the discipline of linguistics which is concerned with the study of human communication system. Lectures will concentrate mainly on giving an overview of the core areas of linguistics: phonetics, phonology, morphology, syntax and semantics; and the role of Linguistics in the media.

**LCS 002.1 Mass Communication:** This is an introductory course which surveys the broad area of mass communication as a profession. The course will cover different



modes of communication, the distinction between mass communication and other forms of communication; basic communication theories; functions and forms of mass communication.

**LCS 003.1 Grammar:** This course introduces students to the rudiments of the grammar of their working language. Lectures will cover the distinction between grammar and usage, word-classes, basic units of grammar, basic lexical and phrasal categories, sentence types and patterns, tense system, and concord. The course content will be designed to cater mainly for the needs of a professional communicator.

**LCS 004.1 Reading & Written Communication:** The course will introduce students to the techniques in reading and writing with a view to increasing their efficiency in both skills. Lectures will cover forms and purposes of reading; the cloze technique; forms of writing (narrative, descriptive, argumentative, persuasive, expository, etc.), critical reviews and summary. The course will be practice-oriented, and candidates will be separated in tutorial groups of not more than 40 per group for effective supervision.

**LCS 005.1 News Writing & Reporting:** The course is designed to improve the reportorial efficiency of a professional communicator. It will cover such areas as news and other forms of media messages (e.g. features, editorials, cartoons, advertorials, short stories, etc.); the features and properties of news; news scouting and news presentation for the different forms of the media.

**LCS 006.1 Oral Communication for Broadcasters:** This course introduces students to the basic sound system of their working language. Lectures will concentrate on the vowels, consonants and suprasegmental features of the students' working language. Emphasis will be placed on the recognition and accurate production of the sounds. The course will be practice-oriented, and tailored to the needs of a professional communicator.

**LCS 007.2 Advertising:** The course introduces students to the fundamentals of advertising as a profession. Lectures will cover features, processes and types of advertising; functions and effects of advertising; advertising strategies, information handling and presentation. Language as an effective tool in advertising.

**LCS 008.2: Public Relations:** The course introduces students to the rudiments of public relations. Lectures will concentrate on the objectives of public relations; PR strategies, public relations policies and ethics; types of image; crises management; the distinction between PR, propaganda and advertising. Language as an effective tool in Public Relations.

**LCS 009.2 Syntax and Semantics:** The course is in two parts. The first part is about syntax, which is the branch of linguistics concerned with the structure of sentences. Lectures will cover rules of sentence formation and constituent structure analysis. The second part is about semantics, which studies the meaning of words and sentences. Lectures will cover synonymy, polysemy, homonymy, antonymy, paraphrase, ambiguity, meaninglessness; fixed expressions (idioms, clichés, and English phrasal verbs) and modals.

**LCS 010.2 Print & Broadcast Journalism:** The course introduces students to the fundamentals of print and broadcast media. Lectures will cover forms of print media (newspapers, magazines, journals and books); forms of broadcast or electronic media (radio and television). The course will also examine the role of the media in the Nigerian socio-cultural, economic and political contexts; functions of the media for the individual and the society; the relationship between media organizations and their publics; media ethics; the limits of press freedom.

**LCS 011.2 Organizational Communication:** The course covers in more detail forms of technical/business communication: writing official letters; memoranda; minutes; speech and report writing.

**LCS 012.2 Publishing:** This course is concerned with the general principles of printing and publishing. Lectures will cover all the relevant processes in printing: handling of typescript, fonts, type-faces, text and paper sizes, layout, colour management; rudiments of editing and the basic steps involved in book production; the main parts of a book; the use of ISBN, etc, and desktop publishing.

**LCS 013.2 Digital Communication:** This course introduces students to the theory and practice of mass communication through the new information & communications technologies. Lectures will cover fundamental issues in computer appreciation and mass communication practice: basic components of a computer, characteristics of computer operation; differences between digital and analog systems; applications of digital communication: Internet, e-mail, chatrooms, video conferencing, Internet and the world wide web (www).

**LCS 014.2 Radio/Television Production:** The course takes candidates through the techniques for producing radio and television programmes. It focuses on personnel and technology as well as the defining features of scripting for both the radio and the television.

**LCS 015.2 Corporate Communication:** The course introduces students to the use of language in corporate public relations. Lectures will cover corporate image protection, press relations, human relations and society, issues in social responsibility, community relations, etc.

**LCS 016.2 Advertising Production Techniques:** The course introduces students to graphics and printing communication. Lectures will cover basic principles of design, headlines, typography, processes in printing, different forms of printing, creative techniques in advertising, copy styles, radio/TV commercial style, copywriting techniques

## **2. Bachelors Degree Programmes**

There are two programmes in the Department leading to the award of BA in:

- a. Linguistics and Communication Studies
- b. Linguistics and a Nigerian Language (= Igbo/Ikwere/Izon/ Kalabari/Kana or any other Nigerian Language)

The course content is the same in the two programmes in the first year to allow students to make their final choice at the end of the first year.

Courses at the 300 and 400 levels for the *Linguistics and Communication Studies* option are further divided into 2: core and electives. The elective courses are designed to give the students the opportunity to further specialize in either Linguistics or Communication Studies (e.g. *Mass Communication, Public Relations*).

The Nigerian language courses are for economy treated under a single course title, although each language option will be taught separately.

The *Linguistics and Communication Studies* option is a new emphasis which explores the interface between linguistics and communication, in line with the global trend. The *Linguistics and a Nigerian Language* programme is an option in our old programme which has been slightly modified with the aim of setting the indigenous languages in a broader pattern of global communication. These programmes aim to provide students both with the basic techniques of linguistic analysis and with the practical tools for communication in the global village of today and tomorrow.

The Kiswahili programme has been suspended due to lack of staff. We hope to revive it as soon as the staffing situation improves.

The Linguistics & Communication Studies Option is offered in the Full-time and Part-time Programmes.

**Qualifications for Admission:** To be eligible for admission into the certificate course, candidates must possess 5 Ordinary Level Credits which must include English.

**2.1. BA Linguistics & Communication Studies:** The BA. degree programme in Linguistics and Communication Studies is designed to give students a broad understanding of the scientific study of human communication system in both theory and practice. The programme provides an interface on the practical application of linguistics in dealing with communication-related issues in our contemporary society.

**Target:** The degree is a good qualification for any career that recognizes the central role of communication in all aspects of our everyday life. The programme is intended to produce the following categories of people:

- i) practising linguists equipped to deal with matters concerning language;
- ii) professional communicators for both electronic and print media;
- iii) public relations officers, editors, book publishers, advertisers, press secretaries, etc.

**Degree Classification:** Degree classifications are as follows:

Class of Degree	Cumulative Grade Point Average (CGPA)
1st Class	4.50 - 5.00
2nd Class Upper	3.50 - 4.49
2nd Class Lower	2.40 - 3.49
3rd Class	1.50 - 2.39
Pass	1.00 - 1.49

## **Courses for BA. Linguistics & Communication Studies/ BA. Linguistics & Nigerian Language Programme**

### **Year 1 Semester 1**

GES 103.1	Nigerian Peoples & Cultures	2
GES 104.1	History and Philosophy of Science	2
*FLL 111.1	Fundamental French I	3
*FAD 100.1	Fundamentals of Visual Arts OR	3
*THA 100.1	Fundamentals of Theatre Arts	
LCS 100.1	Linguistics, Language and the Media	3
LCS 111.1	Basic English Grammar	3
LCS 112.1	Introduction to Communication Studies	3
<b>TOTAL</b>	<b>=</b>	<b>19</b>

**Year 1 Semester 2**

GES 100.0	Communication Skills in English	3
GES 101.2	Computer Appreciation	2
*EST 120.2	Intro. to the Study of Literature	3
LCS 101.2	Study of a Nigerian Language	3
LCS 102.2	Intro. to Phonetics & Phonology	3
LCS 115.2	African Communication Systems	3
LCS 114.2	Intro. to Digital Communication	3
<b>TOTAL</b>	<b>=</b>	<b>20</b>

\* These courses will not be used in the computation of the final CGPA, though the students must obtain a pass grade to graduate

**BA Linguistics & Communication Studies Option****Year 2 Semester 1**

LCS 200.1	Speech Production, Acoustics & Voice Training	3
LCS 201.1	Morphology	3
LCS 206.1	Principles of Broadcasting	3
LCS 207.1	Lexicography & Translation	3
LCS 210.1	Introduction to Public Relations and Advertising	3
LCS 211.1	History of the Media in Nigeria	3
LCS 217.1	Language Development in Children	3
<b>TOTAL</b>	<b>=</b>	<b>21</b>

**Year 2 Semester 2**

GES 102.2	Introduction to Logic & Philosophy	2
LCS 203.2	Grammatical Systems	3
LCS 208.2	Phonological Analysis and Instrumental Phonetics Art of	3
LCS 212.2	Art of Public Speaking	3
LCS 214.2	Intro to Graphic Expression & Printing Communication	3
LCS 215.2	Intro to the Theory of Journalism	3
LCS 216.2	Development Communication	3
LCS 2C1.2	Community Service	1
<b>TOTAL</b>	<b>=</b>	<b>21</b>

### Year 3 Semester 1

LCS 300.1	Radio, Video Film & TV Production Techniques	3
LCS 301.1	Research Methods	3
LCS 303.1	Semantics	3
LCS 316.1	Writing for the Mass Media	3
LCS 319.1	Introduction to Communication Disorders	3
<i>Select Any ONE of the Following Courses:</i>		
LCS 304.1	Introduction to Linguistic Theory	3
LCS 308.1	Intro to Forensic Linguistics	3
LCS 317.1	Sports Journalism/Specialized Communication	3
LCS 318.1	Persuasion & Marketing Communication	3
<b>TOTAL</b>	<b>=</b>	<b>18</b>

### Year 3 Semester 2

GES 300.2	Fundamentals of Entrepreneurship Development	2
LCS 305.2	Sociolinguistics	3
LCS 307.2	Generative Phonology	3
LCS 310.2	Principles and Practice of Public Relations and Advertising	3
LCS 311.2	Media, Religion and Society	3
LCS 312.2	Newspaper/Magazine Production	3
LCS 313.2	Syntax I	3
<b>TOTAL</b>		<b>20</b>

### Long Vacation Course

LCS 314.3	Industrial Attachment	1 Credit Unit
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### Year 4 Semester 1

LCS 401.1	Advanced Syntax	3
LCS 412.1	Principle of Editing and Publishing	3
LCS 415.1	Discourse Analysis and Pragmatics	3
LCS 416.1	Media Management	3
LCS 417.1	Laws & Ethics of Mass Communication	3
<i>Select Any ONE of the Following Courses:</i>		
LCS 411.1	Computational Linguistics	3
LCS 413.1	Language Description and Documentation	3
LCS 418.1	Political Communication and Public Policy	3
LCS 429.1	Corporate Communication	3
LCS 430.1	Cognitive Linguistics	3
<b>TOTAL</b>		<b>18</b>

## Year 4 Semester 2

LCS 426.2	Topics in General Linguistics	3
LCS 427.2	Topics in Communication Studies	3
LCS 420.2	International Communication	3
LCS 428.2	Project	6
<i>Select any ONE of the following Courses:</i>		
LCS 421.2	Book Publishing in Nigeria	3
LCS 422.2	Economic & Social Issues in Public Relations	3
LCS 425.2	Topics in African Linguistics	3
LCS 431.2	Stylistics	3
LCS 432.2	Photojournalism	3
LCS 433.2	Topics in Deviant Language Development and Management	3
<b>TOTAL</b>		<b>18</b>

## BA. Linguistics & Nigerian Language Option

### Year 2 Semester 1

PHL 200.1	Introduction to Logic	3
LCS 208.1	Applied English Phonology	3
LCS 200.1	Speech Production & Voice Training Techniques	3
LCS 201.1	Morphology	3
LCS 217.1	Language Development in Children	3
<i>Any Approved Elective</i>		3
<b>TOTAL</b>		<b>18</b>

### Year 2 Semester 2

LCS 203.2	Grammatical Systems I	3
LCS 204.2	Grammar of a Nigerian Language I	3
LCS 205.2	Phonological Analysis/Instrumental Phonetics	3
LCS 212.2	Speech Acoustics and Speech Perception	3
LCS 240.2	Phonology of a Nigerian Language	3
<i>Any Approved Elective</i>		3
LCS 2C1.2	Community Service	1
<b>TOTAL</b>		<b>19</b>

### Year 3 Semester 1

LCS 301.1	Research Methods	3
LCS 302.1	Grammatical Systems II	3

LCS 303.1	Semantics	3
LCS 304.1	Introduction to Linguistic Theory	3
LCS 319.1	Communication Disorders	3
LCS 340.1	Studies in a Nigerian Literature	3
<i>Any Approved Elective</i>		3
<b>TOTAL</b>		<b>18</b>

### Year 3 Semester 2

GES 300.2	Fundamentals of Entrepreneurship Development	2
LCS 305.2	Sociolinguistics	3
LCS 306.2	Grammar of a Nigerian Language II	3
LCS 307.2	Generative Phonology	3
LCS 311.2	Media, Religion and Society	3
LCS 313.2	Syntax	3
<b>TOTAL</b>		<b>20</b>

### Year 4 Semester 1

1.	LCS 401.1	Advanced Syntax	3
2.	LCS 410.1	Lexicography & Translation	3
3.	LCS 411.1	Computational Linguistics	3
3	LCS 413.1	Language Description and Documentation	3
4.	LCS 414.1	History & Development of a Nigerian Language	3
5	LCS 415.1	Discourse Analysis and Pragmatics	3
6	LCS 430.1	Cognitive Linguistics	3
.			
<b>TOTAL</b>			<b>18</b>

### Year 4 Semester 2

1.	LCS 425.2	Topics in African Linguistics	3
2.	LCS 426.2	Topics in General Linguistics	3
3.	LCS 427.2	Topics in Communication Studies	3
4.	LCS 428.2	<i>Project</i>	6
Any ONE of the following			
5.	LCS 431.2	Stylistics	3
6.	LCS 432.2	Topics in Deviant Language Development and Management	3
<b>TOTAL</b>			<b>18</b>



## List of Courses for the Part-Time Programme

### Year 1 Term 1

GES 103.1	Nigerian Peoples & Cultures	2
GES 104.1	History and Philosophy of Science	2
*FLL 111.1	Fundamental French I	3
LCS 100.1	Linguistics, Language and the Media	3
LCS 111.1	Basic English Grammar	3
<b>TOTAL</b>	<b>=</b>	<b>10</b>

### Year 1 Term 2

GES 100.0	Communication Skills in English	3
LCS 101.2	Study of a Nigerian Language	3
LCS 112.2	Intro. to Communication Studies	3
LCS 114.2	Intro. to Digital Communication	3
<b>TOTAL</b>	<b>=</b>	<b>12</b>

### Year 1 Term 3

GES 101.3	Computer Appreciation	2
*EST 120.3	Intro. to the Study of Literature	3
LCS 102.3	Intro. to Phonetics & Phonology	3
LCS 115.3	African Communication Systems	3
<b>TOTAL</b>	<b>=</b>	<b>8</b>

### Year 2 Term 1

LCS 200.1	Speech Production, Acoustics & Voice Training	3
LCS 201.1	Morphology	3
LCS 210.1	Introduction to Advertising and Public Relations	3
LCS 211.1	History of the Media in Nigeria	3
LCS 217.1	Language Development in Nigeria	3
<b>TOTAL</b>	<b>=</b>	<b>12</b>

### Year 2 Term 2

GES 102.2	Introduction to Logic & Philosophy	2
LCS 203.2	Grammatical Systems	3
LCS 208.2	Phonological Analysis/Instrumental Phonetics	3
LCS 215.2	Intro to the Theory of Journalism	3
LCS 2C1.2	Community Service	1
<b>TOTAL</b>	<b>=</b>	<b>12</b>

**Year 2 Term 3**

LCS 206.3	Principles Broadcasting	3
LCS 207.3	Lexicography & Translation	3
LCS 212.3	Art of Public Speaking	3
LCS 214.3	Intro. to Graphic Expression & Printing Communication	3
LCS 216.3	Development Communication	3
<b>TOTAL</b>	<b>=</b>	<b>15</b>

**Year 3 Term 1**

LCS 300.1	Radio, Video Film & TV Production Techniques	3
LCS 301.1	Research Methods	3
LCS 303.1	Semantics	3
LCS 316.1	Writing for the Mass Media	3
<i>Select Any ONE of the Following Courses:</i>		
LCS 304.1	Introduction to Linguistic Theory	3
LCS 318.1	Persuasion & Marketing Communication	3
<b>TOTAL</b>	<b>=</b>	<b>12</b>

**Year 3 Term 2**

GES 300.2	Fundamentals of Entrepreneurship Development (Yenagoa)	2
LCS 305.2	Sociolinguistics	3
LCS 307.2	Generative Phonology	3
LCS 310.2	Principles and Practice of Public Relations and Advertising	3
LCS 311.2	Media, Religion and Society	3
<b>TOTAL</b>		12 or <b>14</b>

**Year 3 Term 3**

GES 300.3	Fundamentals of Entrepreneurship Development (PH Centre)	2
LCS 312.3	Newspaper/Magazine Production	3
LCS 319.3	Introduction to Communication Disorders	3
LCS 313.3	Syntax	3
<i>Select Any ONE of the Following Courses:</i>		
LCS 308.3	Intro to Forensic Linguistics	3
LCS 317.3	Sports Journalism/Specialized Communication	3
<b>TOTAL</b>	<b>=</b>	12 or <b>14</b>

**Long Vacation Course**

LCS 314.3 Industrial Attachment

1 Credit

#### Year 4 Term 1

LCS 401.1	Advanced Syntax	3
LCS 412.1	Principles of Editing & Publishing	3
LCS 416.1	Media Management	3
<i>Select Any ONE of the Following Courses:</i>		
LCS 411.1	Computational Linguistics	3
LCS 413.1	Language Description and Documentation	3
LCS 418.1	Political Communication and Public Policy	3
<b>TOTAL</b>		<b>12</b>

#### Year 4 Term 2

LCS 417.2	Laws & Ethics of Mass Communication	3
LCS 420.2	International Communication	3
LCS 427.2	Topics in Communication Studies	3
<i>Select Any ONE of the Following Courses:</i>		3
LCS 421.2	Book Publishing in Nigeria	3
LCS 430.2	Cognitive Linguistics	3
LCS 432.2	Photojournalism	3
LCS 433.2	Topics in Deviant Language Development and Management	3
<b>TOTAL</b>		<b>12</b>

#### Year Four Term 3

LCS 415.3	Discourse Analysis and Pragmatics	3
LCS 426.3	Topics in General Linguistics	3
LCS 428.3	Project	6
<i>Select Any ONE of the Following Courses:</i>		
LCS 431.3	Stylistics	3
LCS 422.3	Economic & Social Issues in Public Relations and Advertising	3
LCS 425.3	Topics in African Linguistics	3
LCS 429.3	Corporate Communication	3
<b>TOTAL</b>		<b>12</b>

#### Course Descriptions for BA Programmes

**LCS 100.1 Linguistics, Language & the Media:** The purpose of the course is to establish the relationship between language, linguistics and the media. The course will be in two parts. The first part will focus on language as an effective means of communication and linguistics as the discipline devoted specifically to language.

Lectures will cover descriptive linguistics: phonetics, phonology, morphology, syntax, semantics, and their relevance to the media.

**LCS 101.2 Study of a Nigerian Language:** The aim of this course is for all students to learn to write fluently, in an up-to-date orthography, a Nigerian language which they already speak. Lectures handle general aspects of orthography including tone, selected aspects of grammar (e.g. word order in simple sentences; auxiliaries and tense/aspect markers; pronouns) and language development, while tutorials are based on the languages represented in the class and are practice-oriented.

**LCS 102.2 Introduction to Phonetics and Phonology:** The course looks at Phonetics as a discipline and Human speech organs. It will also undertake an overview of articulatory phonetics; airstream mechanisms, action of the glottis in different phonation types, aspiration, etc. Places and manners of articulation for consonant classification; Parameters for vowel classification will also be treated. Other areas of concern are: Practice in phonetics as sounds in connected speech; Ear training and performance exercises in sound production to prepare students for the identification and recognition of sounds in fieldwork. General phonetics, English phonetics, phonetics of selected African languages will also form part of the course; as well as Principles of phonology; contrast, free variation, complementary distribution, symmetry, structural pressure. Regular practice in phonemic analysis through problems will be highlighted

**LCS 111.1 Basic English Grammar:** The course introduces students to the rudiments of English grammar. Lectures will focus on the varieties of English; identification of basic grammatical units; major phrasal structures; sentence types and patterns; secondary grammatical categories and concordial relations. The course will include practical work on problem areas in English usage.

**LCS 112.1 or LCS 112.2. Introduction to Communication Studies:** The course introduces students to the interface between mass communication and language arts. Lectures will provide an overview of the different levels of communication – interpersonal, group, intercultural, social (public or mass) – and how the “medium” or “language” changes at different levels.

**LCS 114.2 or 114.3 Introduction to Digital Communication:** This is an introductory course to the digital revolution in communication studies. Emphasis is to be laid on the various components of the new information and communication technologies (ICT) and how these are being applied in the daily lives of people, as well as in the practice of linguistics and communication.

**LCS 115.2 or 115.3 African Communication Systems:** The course is mainly concerned with studying the traditional systems of communication in the African context; taking cognizance of African values and world views, like communalism, which animate the peoples' mode of communication. The course will also examine basic characteristics of communication systems and their associated problems in traditional African societies. Selected aspects of the use of Pidgin as a system of communication in heterogeneous societies like Nigeria will be treated.

**LCS 200.1 Speech Production, Acoustics & Voice Training:** The course is in two parts. The first part provides a major introduction to the basic principles of speech production; the practical uses of phonetics, and a basic background to the physics or acoustics of sound production and perception. The second part of the course provides a greater understanding of instrumental methods/ techniques of speech recognition in general, with special emphasis on spectrography revealing the acoustic cues for consonants and pitch recognition. The practical application of the course content, especially in the broadcast media will be highlighted.

**LCS 201.1 Morphology:** This course intends to enable students to understand the morphology of different human languages and to develop the ability to analyze languages morphologically. Students should be able to describe the nature of word and word formation and the ways in which word formation interacts with phonology, syntax and semantics. The details of the course shall include: basic concepts in morphology and the various ways of forming words, productivity in word formation, lexical morphology, and prosodic morphology. .

**LCS 203.2 Grammatical Systems I:** The aim is to provide a background in traditional grammar and its terminology against which modern linguistic theory can be presented. A survey from Ancient Greece and Rome through Mediaeval and Renaissance times to the nineteenth century. Word classes; grammatical categories; sentence types; functional categories (subject, object, etc.).

**LCS 204.2 Grammar of a Nigerian Language I:** A study of the basic grammar of a Nigerian language (Igbo, Ikwere, Izon, Kalabari, Kana). Word classes (and relative significance of morphological, syntactic and semantic criteria). Word order in phrasal constructions and sentences. Sentence types. Each language option will be taught separately.

**LCS 206.1 or 206.3 Principles of Broadcasting:** An overview of the physical, technical, and societal bases of radio and television broadcasting. The course introduces students

to the development, technology, and the economics of the electronic media and their impact on culture and people.

**LCS 207.1 or 207.3 Lexicography and Translation:** The course exposes students to two areas: lexicography and translation, with a view to demonstrating the interconnection existing between them. The translation component will include: defining 'translation'; characteristics of language which affect translation; qualities of a good translation; kinds of translation; principles and practice of translation; problems of finding lexical equivalents across languages; translating figures of speech ('metaphor', 'simile', 'irony', etc.); translation problems involving relations between propositions (e.g. argumentation, addition, classification, etc.); organizing a translation project. Students will also be introduced to the different types of dictionaries and the processes of making a dictionary. Attention will be paid to the role of meaning in both lexicography and translation.

**LCS 208.2 Phonological Analysis/Instrumental Phonetics:** This is an integrated theory-practice course in which the students examine the patterns of speech sounds, the criteria for adequate phonemic analysis, consonant and vowel systems of selected languages, major phonological processes, tone systems and tone rules. They apply the skills acquired to the phonemic analysis of a language unknown to the class, using a native speaker. : The aspect of Instrumental Phonetics will provide students with hands-on experience in instrumental methods of phonetic research. It addresses the need to integrate sound data and their interpretation in the teaching of linguistics. Instrumental analysis of articulatory activity will include – collecting phonetic data, digital audio recording and static palatography. Technics for acoustic analysis will be computer-based, using speech software such as Praat, Speech Analyzer, Speech Filing System (SPS), WaveSurfer.

**LCS 210.1 Introduction to Advertising and Public Relations:** This course lays the foundation for the two major communication courses of advertising and public relations. Students will be provided with an understanding of the major concepts associated with these fields, as well as their histories. Special emphasis will be laid on the history of the disciplines in Nigeria.

**LCS 211.1 History of the Media in Nigeria:** The course introduces students to the history of the key institutions and bodies responsible for the introduction of Radio, Film, TV and Print Journalism production in Nigeria; media management and Attention will be paid to the patterns of ownership and organization of the media in the country, as well as the changing relationship between the media and the Nigerian political system.

**LCS 212.2 or 212.3 Art of Public Speaking/Speech Writing:** The course introduces students to the world of oral communication. It helps students to understand the interplay of context, audience composition and choice of language in public speaking. Other communicative skills necessary for successful oral presentations will also be treated. Students will also be taught the art of writing good speeches for public presentation.

**LCS 214.2 or 214.3 Introduction to Graphic Expression & Printing Communication:** This course is concerned with the general principles of visual language. Modes and types of graphic expression with special focus on their place in printing; the aesthetic properties of graphic expression and its utilitarian functions in publishing. Parameters for assessing printed matter: size, layout, line direction, temporal features, regularity, colour, letters, type-faces, etc. The course also treats the basic steps in printing.

**LCS 215.2 Introduction to the Theory of Journalism:** This course introduces students to the history, development and contemporary theories of journalism. This lays the foundation for future courses in media writing and production .

**LCS 216.2 or 216.3 Development Communication:** The course is concerned with the application of various communication paradigms, particularly in the developing world to effect positive changes in other sectors of human life. Lectures will focus on the relevance of communication programmes on agriculture, health, sanitation and nutrition skills, community self-help projects, etc. Particular communication models/paradigms will be studied on a comparative basis with special focus on their relevance to development.

**LCS 217.1. Language Development in Children:** This course studies the nature of speech and language development in young children. Starting with an examination of the psychological processes underlying a variety of issues related to language activities, it goes on to introduce psycholinguistic theories of language acquisition and learning, surveys the stages of normal language development in the child, ending with a consideration of the mature language production and comprehension in both written and spoken forms.

**LCS 240.2 Phonology of a Nigerian Language:** Application to Igbo, Ikwere, Izon, Kalabari or Kana of basic principles of phonetics and phonology introduced in LCS 102.2. Special attention will be devoted to vowel harmony, tonology, and major phonological processes. Each language option will be taught separately.

**LCS 2C1.2 Community Service:** This a practical field project directed towards service to the community and the University.

**LCS 300.1 Radio, Video Film & TV Production Techniques:** Building on the foundation laid in the introductory course in broadcasting, the course will provide the students with both theoretical and practical knowledge of the basic production techniques in Radio, Video Film and TV. Emphasis is laid on broadcast communication aesthetics in radio and television production and the importance of the audience. At the end of this course, students (in groups or as individuals) must present a media product in any of the three components of the course.

**LCS 301.1 Research Methods:** The course aims at training students in the objectives and current approaches to research in Linguistics and Communication Studies. Lectures will focus especially on the basic steps in scientific research – problem identification and selection of appropriate topics, literature review and documentation of sources, data gathering techniques as well as their presentation and analysis. Attention will be paid to the major differences in the LSA, APA and MLA style-sheets, as well as the use of statistics in linguistics and communication research.

**LCS 302.1 Grammatical Systems II:** To continue from LCS 203.2. Lectures will focus on basic syntactic relations (predication, modification, complementation, co-ordination); argumentation from distribution; word order; simplex and complex sentences; syntactic categories (word-level and phrasal); Constituent structure analysis: immediate constituent analysis, finite grammar and phrase structure grammar.

**LCS 303.1 Semantics:** This course exposes students to the world of semantics. Goals of a semantic theory; kinds of meaning (descriptive, expressive, evocative, etc.); the distinction and relationship between lexical and sentence semantics; basic sense relations (antonymy, hyponymy, synonymy, polysemy, etc.); logical relations between structures (paraphrase, ambiguity, vagueness, entailment, presupposition, contradiction, etc.); truth-conditional semantics; idioms; phrasal verbs; lexical fields; componential analysis; collocation; the relations between syntax and semantics.

**LCS 304.1 Introduction to Linguistic theory:** This is an introductory course on linguistic theory in general; goals of linguistic theory, with emphasis on the explanatory nature of a general linguistic theory; levels of theory (syntactic, semantic and phonological); evaluation of grammars; linguistic and pragmatic competence; grammaticality and acceptability. Syntax in relation to phonology and semantics; structuralist, and transformational-generative.

**LCS 305.2 Sociolinguistics:** The scope of Sociolinguistics. Various concepts in language variation ('language', 'dialect', 'idiolect', 'accent', 'register', etc.). Multilingualism



and related concepts ('diglossia', 'code-switching', 'code-mixing'). Language maintenance and shift. Language planning (with focus on the development of Nigerian languages). Indigenous lingua francas. English and Arabic in Nigeria. An overview of the principal theories concerning the origin, development, and sociolinguistic import of pidgin and creole languages. Basic characteristics of pidgins. More topics will be selected from the following: monogenesis, polygenesis, and hybridisation; language contact and the influence of basilect and acrolect; pidginization, creolization and decreolization; linguistic universals, linguistic simplification and expansion, etc.

**LCS 306.2 Grammar of a Nigerian Language II:** Continuation of *Grammar of a Nigerian Language I* (Igbo, Ikwere, Izon, Kalabari, or Kana). Complementation, co-ordination and embedding in sentences. Serialisation and consecutivisation. Subordinate clauses: noun clauses, conditional and adverbial clauses. Relative clauses. Topic and Focus. Each language option will be taught separately.

**LCS 307.2 Generative Phonology:** Introduction to the principles of generative phonology. Emphasis is on the treatment of phonological processes and rules within the generative framework, including tonological processes and rules.

**LCS 308.1 or 308.3 Introduction to Forensic Linguistics:** This course focuses on the role of linguistics within the field of forensic science. It outlines the history and development of forensic linguistics. Students will be taught how written and spoken texts can be analyzed to identify authorship, or to correct or better understand their content. Also, the use of computational and statistical tools in linguistic analyses and connections to related field such as biometrics and speech recognition.

**LCS 310.2 Principles and Practice of Public Relations and Advertising:** This course is concerned with the practice and language of Public Relations and Advertising. It highlights the economic and social issues in the two fields such as: resources, regulations and control in advertising practice, information handling and presentation. Other issues to be treated in the course are: Classes of public relations and advertising; processes of advertising; planning and executing effective advertising, consumer behaviour, corporate advertising; product design. Ethical issues related to advertising will also be treated. It will also look at PR as a management function, PR policies and ethics, employee relation, public/consumer affairs, PR consultancy, financial PR, lobbying, planning for fund-raising activities, community mobilization, strategies for withholding bad or damaging news, offensive and defensive strategies, image and persuasion, fostering good will, corporate communications, crisis management through advocacy, human relations and society, press relations, public opinion and attitude change; the challenges of PR in Nigeria.

**LCS 311.2 Media, Religion and Society:** The course examines the interconnection between theory of media and theory of society with particular focus on how one is influenced by the other. The role of the media within society, including the relationship between the media and the social, economic and political environment will be treated. Lectures will also cover the growing phenomenon of televangelism and other forms of interface between media and religion..

**LCS 312.2 or 312.3 3 Newspaper/Magazine Production:**The course is concerned about writing, editing and producing a departmental newspaper. It will include practice in all aspects of production: copy-editing, copy-fitting, page layout, headline writing, columns.

**LCS 313.2 or 313.3 Syntax:** This is an introductory course on any particular model of grammar. Lectures will focus on constituent structure analysis; historical antecedents to current syntactic theory; developments within the Standard theory, Extended Standard theory and Revised Extended Standard theory; simple syntactic argumentation.

**LCS 314.3 Industrial Attachment:** During the long vacation of the second semester of the third year, students will be required to undertake an industrial training for minimum of 6 weeks at any media house, publishing house or any other communication-related establishment of their own choice. At the end of the exercise, students are expected to submit a bound copy of the report of their experiences.

**LCS 316.1 Writing for the Mass Media:** This course follows from the knowledge gained from LCS 215.2. It will equip the students with instruction and practice in writing for the mass media with emphasis on the development of journalistic style and proficiency in grammar and the use of language in the professional domain. The course will focus on the principles of effective writing in such areas as newspapers, magazines, press releases, editorials, brochures, bulletins, newsletters, etc.

**LCS 317.1 or 317.3 Sports Journalism/Specialized Communication:** The ever increasing advancements in media technologies has greatly enhanced sporting activities, by making them more accessible to a wide spread audience This is a practical course which aims at improving the reportorial, critical and specialized writing skills of the advanced student of communication studies in the area of sports, focusing on such topics as writing for sports newspaper and magazines, sports commentaries for radio and television.. The course will also include studies in other forms of technical/business communication, with consideration for certain overt and covert rhetorical principles and

devices employed by writers in an effort to create stylistic impressions. Students will also undertake speech-writing exercises.

**LCS 318.1 or 318.3: Persuasion & Marketing Communication:** The course is in two interrelated parts. The first part discusses persuasion and its effects on the individual and the society; the dimensions and models of persuasion including classical and modern approaches. The second part provides students with a basic understanding of the various marketing communication functions (e.g. advertising, sales promotion, exhibition, public relations, etc.).

**LCS 319.1. Introduction to Communication Disorders:** An introductory consideration of the disorders of language and speech: their nature and treatment. Focus will be on issues of child language impairment: linguistic effects of auditory and auditory perceptual deficits, cognitive deficits, neurological deficits – acquired dysphasia in children; linguistic effect of psychiatric/emotional disturbances, environmental factors contributing to language impairment. Description of language disorders: developmental articulatory dyspraxia, phonological disorders, morphological syntactic disorders' semantic/pragmatic disorders.

**LCS 340.1 Studies in a Nigerian Literature:** An introductory survey of the development of Igbo, Ikwere, Izon, Kalabari, or Kana literature covering both oral and written genres. Each language option will be taught separately.

**LCS 401.1 Advanced Syntax:** The aim of this course is to study any one particular model of grammar in some depth. Lectures will focus mainly on current trends in syntactic theory; within the Chomskyan framework, for instance, lectures will trace the various developments in syntax leading from the Revised Extended Standard theory to Government-binding, Minimalist Program, and any further developments in the field.

**LCS 411.1. Computational Linguistics:** The course demonstrates the cross-fertilization of ideas existing between linguistics and computer sciences, two fields that have lived together for over three decades now. Emphasis will be laid on the influence of computer sciences in the linguistic enterprise. Students will be taught how to use the computer as a linguistic tool. Lectures will cover the operating system, simple editing, inputting, searching, listing, analysing phonetic data, uses of spreadsheets to calculate results of intelligibility and sociolinguistic surveys, etc

**LCS 412.1 Principles of Editing and Publishing:** The course introduces prospective editors and publishers to the mechanics of editing and production of newspapers, magazines, and books. Students will be introduced to the basic processes involved in

book production. Bibliographic control and legal deposit; copyright; memorandum of understanding between author and publishers; new technologies in library cataloguing. Uses of International Standard Book Number (ISBN) and Cataloguing-In-Publication Data.

**LCS 413.1 Language Description and Documentation:** The course aims at familiarizing the students with key concepts and common methods used in the construction of language corpora, as well as tools that have been developed for searching and using major corpora such as the British National Corpus. Students will be given hands-on experience in pre-editing, annotating, and searching corpora. Criteria and methods used for evaluating corpora and analytical tools will also be discussed

**LCS 414.1 History & Development of a Nigerian Language:** The course examines the history and a detailed genetic classification involving a Nigerian language (Igbo, Ikwere, Izon, Kalabari, or Kana). It will also examine the development of a Nigerian language (Igbo, Ikwere, Izon, Kalabari, or Kana), including orthography, standardization issues, metalanguage, writing of grammars, dictionaries and textbooks. Each language option will be taught separately.

**LCS 415.1 or 415.3 Discourse Analysis and Pragmatics:** The course deals with two inter-related fields of study. Discourse Analysis is concerned with the description of written and spoken language in use. It aims to identify systems and patterns within discourse and to relate these features to the context in which the language is produced. This course will focus on English language data, but with comparative data from the student's language of choice and will introduce some principal issues in the description of discourse, such as indirect meaning, politeness, the organization of information, the structure of conversation and the notions of cohesion and coherence. Lectures also consider areas in pragmatics, such as factors which govern speakers' choices of language in communication; speech act theory; implicatures; deictic categories; context and communicative competence; rhetorical devices as they apply mainly to media texts.

**LCS 416.1 Media Management:** The course focuses on the organizational structure of the various forms of the media profession, their regulatory bodies, as well as their agencies and clients. Students will be taught the fundamental procedures and techniques involved in establishing a functional and sustainable mass media outfit in a competitive economy.

**LCS 417.1 or 417.2 Laws & Ethics of Mass Communication:** The course highlights the legal issues and moral philosophy of the practice of mass media. It deals with the development and constitutional growth of freedom of expression in Nigeria. Ethical

issues like Libel, sedition, privacy, contempt, obscenity, copyright, etc., and government regulations will also be treated. Ethical and moral standard applicable to mass media professions, (e.g. misrepresentation in news gathering, protection of sources, suppression of information, etc.) will receive attention.

**LCS 418.1 or 418.2 Political Communication and Public Policy:** The important role of the communication in the political organization of every society is indisputable. This course helps students to become familiar with basic issues of politics and the organization of political campaigns through the media. It will also deal with policy the science of policy making and the communicative implications.

**LCS 420.2 International Communication:** An overview of world's press system. The course focuses on globalization and its effects on peoples and cultures of the world; the unidirectional flow of information between the industrialized and the third world nations; the impact of ideology, culture, economy and international market structure on international flow of information among nations; trends, issues and problems confronting public relations in multinational organizations; growth and status of international advertising.

**LCS 421.2 or 421.3 Book Publishing in Nigeria:** The course will examine the economic and social issues involved in book publishing in Nigeria; book production in Nigeria and international standards; the business of publishing: publisher's cost profile, costing a book; problems of the book industry in Nigeria: book distribution, vanity publishers and the book industry in Nigeria, culture and readers' orientation; career pathways in the book industry. Bibliographic control and legal deposit; copyright; memorandum of understanding between author and publishers; new technologies in library cataloguing as well as uses of International Standard Book Number (ISBN) and Cataloguing-In-Publication Data will also be treated.

**LCS 422.2 or 422.3 Economic & Social Issues in Public Relations:** The course is in two parts. The first part is about financial public relations: techniques and yardsticks for planning, budgeting, designing, writing and distributing corporate publications; knowledge of the functions of financial institutions (e.g. banks, insurance, stock broking, Nigeria stock exchange and regulations). The second part will be concerned with the study of public relations as an institution; consideration of social responsibility, truth and deception, consumerism, etc.; community relations as an essential element in the overall public relations programme.

**LCS 425.2 or 425.3 Topics in African Linguistics:** This course will concentrate on examining linguistic features which are widespread in Africa: vowel harmony systems,

complex articulations, tone systems, noun class systems, serialization, complementation and transitivity, nominalization, verbal extensions; lexicography and historical linguistics in Africa. The course ends with some consideration of the principal methods of historical linguistics and various historical inferences that can be made from linguistic data.

**LCS 426.2 or 426.3 Topics in General Linguistics:** This course will examine topics of current global concern in the core and applied areas of linguistics from phonetics, phonology to applied linguistics beyond such areas that have been treated in other courses of linguistics. Lectures will recapitulate in greater detail certain essential attributes of human language and linguistics as the science of language, from the main levels to the branches of linguistics. Emphasis on any chosen area of this course will depend on the lecturer and the available teaching resources..

**LCS 427.2 Seminar in Communication Studies:** The course will help to recapitulate the major themes covered in the previous levels of the study of communication studies. Students will be provided with different topics of communication studies and divided into small groups to prepare short presentations on assigned topics

**LCS 428.2 or 428.3 Project:** The long essay will be on an aspect of an African or European language, on the relationship between a number of languages or the application of linguistic techniques to some professional areas or any area of communication studies. The topic will be chosen in consultation with a supervisor at the end of the preceding session. Students will meet regularly with their individual supervisors for consultation.

**LCS 429.1 or 429.3 Corporate Communication:** The course covers the importance of communication in big organizations. It will provide students with the basic communication skills for management of human resources in corporations, how to motivate workers to make them happy and more productive. The systems theory and communication networks as well as other relevant theories will be highlighted.

**LCS 430.1 – Cognitive Linguistics:** This course examines language from the point of view of cognitive processes. Theoretical frameworks about language and cognition will be applied to the study of language, thought and culture. Students will learn about systems of conceptual organization through the study of categorization, metaphors, cultural models and grammar. Other topics include representation of space and time and cognitive motivations for language change and language universals. The approach is multi-disciplinary as evidence is drawn from text analysis, language acquisition, language change, psycholinguistic experimentation, and brain imaging, among others.

**LCS 431.2 Stylistics** The course equips students with knowledge of the current theories of stylistics, paying particular attention to the place of linguistics in literary aesthetics. Lectures will focus on the practical and methodological problems associated with the application of stylistics to analyzing texts from the media.

**LCS 432.1 – Photojournalism** – The course teaches the students the art of photography – the various laws and techniques governing the taking of good photos and how these could be used in newspaper and magazine production.

**LCS 433.2 Topics in Deviant Language Development and Management**

The course begins with a review of the hearing mechanism and auditory phonetics, and goes on to look at developmental language disorders, assessment procedures/ techniques, intervention strategies and management strategies.

### **3. Graduate Programmes**

The Department offers the following graduate programmes:

- a) Postgraduate Diploma in Communication Studies
- b) MA and PhD Linguistics
- c) MA and PhD Linguistics/Igbo, Ikwere, Izon, Kalabari, Kana
- d) MA and PhD Communication Studies

#### **3.1 Postgraduate Diploma in Communication Studies**

**Aims and Objectives:** The programme aims to provide the equivalent of the communication and linguistic content of the four-year undergraduate programme in a single intensive year. It is a good qualification for any career that recognizes the central role of communication in all aspects of our everyday life. The programme is intended for the following categories of people:

- graduates in a language subject or Education or any other discipline wishing to acquire basic linguistic knowledge in order to work on the development of a Nigerian Language;
- language teachers wishing to strengthen their linguistic background in order to teach English;
- those wishing to pursue a career in linguistics and/or communication studies, e.g. professional speech writers; professional communicators in both electronic and print media (journalists – reporters, correspondents, news writers, newscasters, presenters, programme managers, film operators);

- public relations officers, editors, book publishers, advertisers, press and company secretaries;
- civil servants in the special education unit of the Ministry of Education;
- information officers, etc.

**Qualifications for Admission:** To be eligible for admission into the programme, a candidate must have a good honours degree in any field from any recognized university. Candidates with HND Upper Credit are also eligible for admission into the PGD programme. We do not admit candidates with pass degree.

**Programme Structure and Content:** The programme is designed for one academic session of course work comprising two (2) semesters. A student is to register for 18 Credit Units per semester and pass them with a grade of at least C. Candidates who fail to meet the requirements for graduation may be allowed at most one academic session to repeat the courses they failed.

**Classification of Certificate:** The classification is as follows:

<b>Class</b>	<b>Cumulative Grade Point Average (CGPA)</b>
Distinction	4.60 - 5.00
Credit	3.80 - 4.59
Merit	3.50 - 3.79
Pass	3.00 - 3.49

### **List of Courses for the Postgraduate Diploma**

#### **First Semester**

	<b>CU</b>
1. LCS 700.1 Language, Linguistics and the Media	3
2. LCS 701.1 Survey of Communication Studies	3
3. LCS 702.1 Principles of Public Relations	3
4. LCS 703.1 Principles of Mass Communication	3
5. LCS 704.1 Phonetics & Phonology	3
Choose any ONE of the following	
6. LCS 705.1 Study of a Nigerian Language	3
7. LCS 706.1 News Reporting and Writing	3
8. LCS 707.1 Sociolinguistics	3

#### **Second Semester**

	<b>CU</b>
1. LCS 720.2 Principles of Advertising	3
2. LCS 721.2 Basic Syntax	3
3. LCS 722.2 Basic Semantics	3
4. LCS 724.2 Radio & TV Production	3
5. LCS 726.2 Newspaper and Magazine Production	3



Choose any ONE of the following

- |  |   |
|--|---|
| 6. LCS 723.2 Applied Linguistics                     | 3 |
| 7. LCS 725.2 Grammar for Journalists                 | 3 |
| 8. LCS 727.2 Stylistics, Book Editing and Publishing | 3 |

## Course Descriptions

**LCS 700.1 Language, Linguistics & the Media:** The course will focus on the uniqueness of human language and linguistics as the science of language. Lectures will cover basic characteristics of language, the organs of speech production, the analysis and description of human speech sounds, the structure of words, phrases and sentences, language and meaning, language variation from a purely synchronic point of view; the social considerations that influence language use; language variation from a diachronic perspective; methods for establishing genetic relationship among lects; language and human intelligence, language and artificial intelligence, etc. The close relationship between language, linguistics and the media will be highlighted.

**LCS 701.1 Survey of Communication Studies:** The course introduces students to basic issues of communication studies. Lectures will focus on the history of human communication, the major modes and media of communication, different theories of communication. Emphasis will also be laid on the differences between interpersonal communication and mass communication. The role of the media in society will also be treated.

**LCS 702.1 Principles of Public Relations:** The course focuses on the theories and practice of public relations, the roles of public relations, policies and ethics of PR, personnel and human relations, internal and external publics, financial PR, lobbying, community mobilization and crisis management, corporate image protection, press relations, differences between PR, advertising and propaganda.

**LCS 704.1 Basic Phonetics & Phonology for Broadcasters:** This course is in two parts. The first part covers main issues of phonetic theory from a study of the different organs adapted for speech sound production, the respiratory system in speech to the ways in which they are co-ordinated to produce speech sounds; the main acoustic features of speech sounds and how these features are perceived by humans. The traditional description and classification of speech sounds, tones and other suprasegmentals. Implications of models of speech production for phonological theory will also be considered. Use of instruments in phonetics. The second part covers a study of the basic principles of phonemic analysis; phonemes in minimal pairs, etc., allophones in free variation and complementary distribution; interpretation of doubtful

segments and sequences; consonants and systems of selected languages and major phonological processes. Students will be taught how to analyze phonological data from different languages; morphological alternation and neutralization; relationship between phonetics and phonology. The relevance of these elements to broadcasters will be highlighted.

**LCS 705.1 Study of an African Language:** This course seeks to remedy the widespread illiteracy in languages which students already speak, and to apply the linguistic principles they are learning in other courses to these languages. Lectures on general principles will be reinforced by practice in small groups based on the languages represented in the class. Students learn to transcribe their languages, to write them in the current linguistically acceptable orthography, and to analyze their basic grammar. Principles of a good orthography. Application of those principles to the writing of students' languages: vowel phonemes of the languages; phonetic and phonemic vowel charts; writing of vowels and vowel harmony; consonant phonemes of the languages; phonetic and phonemic consonant charts; tone in the languages, including level and gliding tones, allotones, downdrift and downstep, tone classes of nouns and verbs, and tone changes in different environments; word division in writing, including the treatment of compounds, and conventions for the writing of clitics and of assimilated and contracted forms. Basic grammatical structure of the languages; SOV versus SVO, position of inflectional markers, noun modifiers, adpositions, and adjuncts. Verbal categories: tense, aspect, perfect, mood, negation, interrogation. Nominal categories: number, gender, noun classes, case, definiteness. Emphasis will be placed on the categories represented in the languages spoken by the class.

**LCS 706.1 News Reporting and Writing:** The course helps the students to gain the basic rudiments of news coverage and reporting for the various mass media. It will equip the students with instruction and practice in writing for the mass media with emphasis on the development of journalistic style and proficiency in grammar and the use of language in the professional domain. The course will focus on the principles of effective writing in such areas as newspapers, magazines, press releases, editorials, brochures, bulletins, newsletters, etc.

**LCS 707.1 Sociolinguistics:** The students will be acquainted with various concepts in language variation ('language', 'dialect', 'idiolect', 'accent', 'register', etc.). Multilingualism and related concepts ('diglossia', 'code-switching', 'code-mixing'). Language maintenance and shift. Language planning (with focus on the development of Nigerian languages). Indigenous lingua francas. English and Arabic in Nigeria. An overview of the principal theories concerning the origin, development, and sociolinguistic import of pidgin

and creole languages. Basic characteristics of pidgins. More topics will be selected from the following: monogenesis, polygenesis, and hybridisation; language contact and the influence of basilect and acrolect; pidginization, creolization and decreolization; linguistic universals, linguistic simplification and expansion, etc.

**LCS 720.2 Principles of Advertising:** This course focuses on economic and social issues in advertising: attention-getting devices, regulation and control in advertising practice, information handling. Types of advertising; processes of advertising; corporate advertising; product design and labelling.

**LCS 721.2 Basic Syntax:** This course introduces students to the fundamentals of syntax as a level of linguistics concerned with the study of the structure of phrases and sentences. Lectures will focus on the task of grammar, levels of grammatical adequacy, competence and performance, word-level categories, phrasal-level categories, intermediate categories, phrase markers, constituent analysis, generative grammar: finite state grammar, phrase structure grammar, transformational generative grammar; simple syntactic argumentation.

**LCS 722.2 Basic Semantics:** This course is concerned with the study of meanings of words and sentences. The distinction between sense and reference; the role of meaning in communication; lexical and sentential semantics (e.g. synonymy, polysemy, homonymy, antonymy, ambiguity, paraphrase, entailment, presupposition, etc.); truth-conditional semantics, speech act theory.

**LCS 723.2 Applied Linguistics:** The aim of this course is to introduce students to the practical applications of general linguistic theory to other disciplines outside the core area of linguistics, such as second or foreign language teaching, language planning and development, stylistics, lexicology and lexicography, book editing and publishing, mass media, public relations and advertising, communication disorders, etc.

**LCS 724.2 Radio & TV Production:** This course introduces the students to the practical aspects of the mass media. Special attention will be paid to electronic media production techniques.

**LCS 725.2 Grammar for Journalists:** The course focuses on the general principles of grammar. Lectures will cover major and minor grammatical categories of the students' working language; basic rules of grammar; spelling and punctuation; specialized communication: speech writing and reporting, house style, word choice, business communication; figures of speech; stylistics, etc

**LCS 726.2 Newspaper and Magazine Production:** The course is concerned about writing, editing and producing a departmental newspaper. It will include practice in all aspects of production: copy-editing, copy-fitting, page layout, headline writing, columns.

**LCS 727.2 Stylistics, Book Editing and Publishing :** The course equips students with knowledge of the current theories of stylistics, paying particular attention to the place of aesthetics in media production. It will also help the students know the rudiments in book editing and publishing.

## **3.2 MA and PhD Programmes**

### **Areas of Specialization**

a) The following are areas of specialization for MA and PhD Linguistics majors:

- Descriptive Linguistics
- Applied Linguistics (Language Teaching)
- Applied Linguistics (Clinical Linguistics)
- Historical Linguistics
- Sociolinguistics

b) The following are areas of specialization for MA and PhD Communication Studies majors:

- Corporate Communication/Conflict Management
- Development Communication
- Cultural/ International Communication
- Public Relations/Advertising
- Broadcast Media
- Print Media
- Integrated Marketing Communication
- Film Studies

### **3.2.1 MA Programmes (Full-time & Part-time)**

**Admission Requirements:** Candidates wishing to enroll in the Communication component must hold at least a Second Class Honours degree with a CGPA of not less than 3.00 on a 5 point scale or a Merit pass with a CGPA of 3.50 on a 5 point scale in Postgraduate Diploma in Mass Communication, Communication Studies/Arts. Candidates wishing to enroll in the Linguistics component must possess the same qualifications in Linguistics or a subject with a strong linguistic component.

**Part-time Registration:** Candidates who register on a part-time basis must provide evidence that they

- a) are engaged in regular employment,
- b) can devote a good proportion of their normal working year to their studies, and
- c) will be available for attendance at courses and for regular consultation with their supervisors.

**Duration:** The duration of the MA degree programme is 12 months (two semesters of course work plus a long vacation used for the writing of a thesis) for full-time students and 24 months for part-time students. Students who are unable to complete the thesis within the normal period must apply for an extension to the Graduate Studies Committee.

**Degree Requirements:** To obtain an MA, students must:

- a) Pass all the registered courses for their programme with a grade of at least C
- b) Present work at the Graduate Seminar and participate in seminar discussions, obtaining at least a C grade
- c) Submit a thesis of not less than 80 A4 pages, and obtain at least a C grade
- d) pass an oral examination in defense of the thesis before a panel of examiners set up in accordance with University regulations.

## List of Courses for the MA Programmes

### FIRST SEMESTER

- **MA in Linguistics Option**

1. LCS 800.1 Advanced Phonetics and Phonology	3
2. LCS 801.1 Advanced Syntax	3
3. LCS 802.1 Advanced Semantics	3
4. LCS 841.1 Advanced Research Methods	3
5. LCS 843.1 Topics in Morphology	3
6. CGS 802.1 ICT and Research Methods	3

- **MA in Linguistics & a Nigerian Language Option**

1. LCS 800.1 Advanced Phonetics and Phonology	3
2. LCS 801.1 Advanced Syntax	3
3. LCS 841.1 Advanced Research Methods	3
<i>Any TWO of the following:</i>	
4. HUM 551.1 Oral Literature	3
5. HUM 554.1 Literary Theory and Criticism	3

6. LCS 805.1 Sociolinguistics	3
7. LCS 802.1 Advanced Semantics	3

• **MA in Communication Studies Option**

1. LCS 803.1 Fundamentals of Communication Studies	3
2. LCS 804.1 Elements of Print & Electronic Journalism	3
3. LCS 841.1 Advanced Research Methods	3
4. LCS 842.1 Survey of General Linguistics	3
5. LCS 846.1 Development Communication	3
6. CGS 802.1 ICT and Research Methods	3

**SECOND SEMESTER**

• **MA Linguistics Option**

1. CGS 801.2 Entrepreneurial Skills	3
<i>Any five of the following</i>	
2. LCS 805.2 Sociolinguistics	3
3. LCS 820.2 Advanced English Grammar	3
4. LCS 821.2 Language Teaching & Learning	3
5. LCS 823.2 Language & Style in the Media	
6. LCS 825.2 Communication Disorders	3
7. LCS 833.2 Historical Linguistics	3
8. LCS 851.2 Phonological & Morphosyntactic Process	3
9. LCS 852.2. Cognitive Linguistics	3

• **MA in Linguistics & a Nigerian Language Option**

*Any FIVE of the following:*

1. LCS 821.2 Language Teaching & Learning	3
2. LCS 826.2 Phonology of a Nigerian Language	3
3. LCS 827.2 Grammar of a Nigerian Language	3
4. LCS 828.2 The Development of a Nigerian Language	3
5. LCS 829.2 Comparative Study of an African Language Family	3
6. LCS 830.2 Dialectology of a Nigerian Language	3
7. LCS 831.2 Classification of an African Language Family	3
8. LCS 832.2 Written Literature in a Nigerian Language	3
9. LCS 843.2 Topics in Morphology	3

• **MA in Communication Studies Option**

1. CGS 801.2 Entrepreneurial Skills	3
<i>Any FIVE of the following:</i>	

2. LCS 805.2 Sociolinguistics	3
3. LCS 806.2. Advanced Digital Communication	3
4. LCS 807.2. Corporate Communication	3
5. LCS 820.2 Advanced English Grammar	3
6. LCS 821.2 Language teaching and Learning	3
7. LCS 822.2 Fundamentals of Advertising & Public Relations	3
8. LCS 823.2 Language & Style in the Media	3
9. LCS 824.2 Advanced Studies in Media and Society	3
10. LCS 825.2 Communication Disorders	3
11. LCS 844.1 Studies in International Communication	3
12. LCS 845.2 Comparative Media Systems	3
13. LCS 847.2 Advanced Studies in Communication and Conflict Mgt	3
14.. LCS 848.2 Intercultural Communication/Cultural Studies	3

### **Third Semester** *(For all Options)*

1. LCS 840.3 Graduate Research Presentation	3
2. LCS 850.3 Thesis	6

### **Course Descriptions for MA Programmes**

**LCS 800.1 Advanced Phonetics & Phonology:** The course is in two parts. The first part is phonetics which focuses on the anatomy, acoustics and physiology related to the production and perception of speech. The instrumental and acoustic investigation of segmental and suprasegmental features, sound recognition and transcription; the practical aspect of the course will involve independent research into specific areas of the application of phonetics. The second part of the course is phonology which focuses on the principles of establishing underlying forms predictability, economy, simplicity and naturalness; relating underlying forms to surface forms through phonological processes and rules. Ordering relationship; CV patterns and the association of tones; syllables and syllabification. The course will also involve the treatment of some suprasegmental phenomena such as tone, stress, intonation, etc. An overview of the progress of phonology from the theory of the phoneme through generative autosegmental and CV phonology, lexical phonology, metrical phonology, etc., to experimental phonology.

**LCS 801.1 Advanced Syntax:** A study of syntax (within the framework of transformational generative grammar) not merely for its own sake, but also as a demonstration of argumentation in linguistics. A survey of transformational generative grammar from 1957 to the present. Emphasis will be laid on the relevance of the standard theory to subsequent frameworks, such as the extended standard theory, revised extended standard theory, principles and parameters syntax: government-

binding theory, minimalist program, etc. Students will also be encouraged (and guided) to study particular grammatical topics in some detail (e.g. relativization, complementation, serialization, nominalization, conjunctions, adjectives, adverbs, negation, interrogation, etc.).

**LCS 802.1 Advanced Semantics:** The course will examine various topics in lexical and sentential semantics and pragmatics, with focus on concepts and theories that are relevant to the relationship between syntax and semantics.

**LCS 803.1 Fundamentals of Communication Studies:** This is a course for advanced students. Lectures will focus on the theories of communication, communication and the paradox of meaning exchange, communication models, the major modes and media of communication, linguistic and non-linguistic problems in communication, information storage and dissemination, interpersonal and mass communication, computers and the new information age. Traditional systems of communication in various societies in Nigeria.

**LCS 804.1 Elements of Print & Electronic Journalism:** The course focuses on the history of Radio, Film, TV and Print Journalism production in Nigeria; media management and ethics with particular focus on the Nigerian Press Law; news editing, planning and production in both print and electronic media; editorial objectives and policies; techniques in gathering and writing: news, features, speeches, radio/television programmes; photojournalism; the importance of language in news; news values, social and economic factors in news selection; social semiotics in news discourse; ideological roles in the press; practice in news casting.

**LCS 805.2 Sociolinguistics:** Different approaches to language study (e.g. language as a stable structural system or language in terms of its relation to social factors); functions of language; the relationship between language variation and change (language loyalty and intelligibility; social and regional dialects; register; pidgins and creoles); language attitudes; bilingual and multilingual situations; diglossia; code-switching; language planning; speech functions and speech acts; the structure of discourse, paralinguistic phenomena; research methods.

**LCS 806.2 Advanced Digital Communication:** The course focuses on the place of the new information and communications technologies (ICTs) on modern mass communication practice. Lectures will include procedures in computer operation, components of the computer (hardware and software), application softwares; digital and analog systems, e-public relations, e-commerce (e-commerce models); application of digital communication: internet, e-mail, cyberspace, world wide web (www) chatgroups



(synchronous and asynchronous), virtual worlds, newsgroup, netspeak (internet language, cyberspeak, electronic discourse, electronic language), tele-conferencing; globalization and impact; ICTs and crisis management; mass communicators and the challenges of the new information age.

**LCS 807.2 Corporate Communication:** The course covers the importance of communication in big organizations. It will provide students with the basic communication skills for management of human resources in corporations, how to motivate workers to make them happy and more productive. The systems theory and communication networks as well as other relevant theories will be highlighted.

**LCS 820.2 Advanced English Grammar:** Building on the contributions of contemporary schools of linguistic theory, the course seeks to provide the kind of advanced academic study of English grammar that will enable students to operate as well-informed users of descriptive and pedagogic grammars of English in the language-teaching classroom and elsewhere. Topics to be treated in detail include those that present special problems in the teaching of English as a second language or foreign language (e.g. tense and aspect, modals, the article system, phrasal verbs, concordial relations, etc.). The course will also offer individual students an opportunity to remedy the inadequacies of their previous learning of English grammar.

**LCS 821.2 Language Teaching & Learning:** The focus will be on second language teaching and learning or on mother-tongue teaching (with special focus on the teaching of Nigerian languages). The theories of language acquisition; the psychology of language teaching and learning; second language learning (error analysis, contrastive analysis, interlanguage, models of learning a second language; course design and syllabus planning; evaluation of language teaching materials and programmes.

**LCS 822.2 Fundamentals of Advertising & Public Relations:** The course focuses on the basic principles of advertising and public relations practice. Fundamental issues such as the relationship between advertising and public relations vis-a-vis propaganda will be examined. Lectures in advertising will focus on media commercialization and the economics of advertisements; advertising strategies (e.g. hooklines, puns and other attention-getting devices); regulation and control in advertising practice. Types of advertising; the interaction between language, image and layout in advertisement; product design and labelling; the relationship between culture and advertising. Lectures in public relations will focus on major roles of public relations; advanced public relations techniques; corporate communication; public relations as a management function; community relations and public affairs; industrial public relations and promotional campaigns, local and international public relations.

**LCS 823.2 Language & Style in the Media:** The course focuses on the principles and practice of textual analysis (especially media texts); covert communication, ostensive-inferential communication, semiotic and linguistic approaches in the study of style, figures of speech, pictorial metaphor in advertising. Language use in the various media.

**LCS 824.2 Advanced Studies in Media and Society:** The course will focus on the relationship between the media and society: the media and the socio-political and economic environment, media organizations and their various publics; international communication: a comparative study of media politics and policies in selected countries of the world; communication and conflict management; designing information system for a developing economy.

**LCS 825.2 Communication Disorders:** The course presents the neuroanatomical and neurophysiological mechanisms that underlie the human communication process. Individual sections of the course are devoted to the neural mechanisms of speech, hearing and language along with the associated communication disorders. It studies, in particular, disorders associated with lip cleft, cleft palate and craniofacial anomalies. The practical component involves experience with persons manifesting communication problems on the description of the disorder and assessment techniques with possible intervention strategies; language structure and function as it relates to the normal and variant population.

**LCS 826.2 Phonology of a Nigerian Language:** A phonological study of a particular Nigerian language, relating it to current theories of phonology. Vowels; vowel harmony; consonants; syllable and word structure; tone and intonation; phonological processes.

**LCS 827.2 Grammar of a Nigerian Language:** A study of the grammar of a Nigerian language, with focus on topics of general typological interest; word classes, grammatical categories associated with nouns and verbs (e.g. gender, modality), sentence types (including verb serialization, relative clauses, causative constructions) word order (phrasal and sentential; basic and derived). Students will be required to apply the knowledge gained in the course to the description of particular grammatical phenomena in languages of their special interest.

**LCS 828.2 The Development of a Nigerian Language:** This course will relate general principles for language development to a particular Nigerian language. Orthography and its revision. Development of a standard language for writing. Technical terminology. The production of textbooks. Creative writing. Mass media.

**LCS 829.2 Comparative Study of an African Language Group:** A comparative-historical study of an African language group, applying recognized historical techniques. Lexicostatistics. The comparative method applied to the reconstruction of vowels, consonants and tones. Reconstruction of some major morphological and syntactic structures.

**LCS 830.2 Dialectology of a Nigerian Language:** The history of the study of dialectology; dialectology and related fields; techniques and methods of dialectology. Designs and uses of dialect atlases. An overview of the modern dialects of a chosen language; major isoglosses and dialect areas; the standard variety. Application of findings of dialectology. Students will design and carry out a small-scale dialect survey.

**LCS 831.2 Classification of an African Language Family:** History of the classification of the family up to Greenberg. Greenberg's classification. Development since Greenberg. Major characteristics of the language family and its branches.

**LCS 832.2 Written Literature in a Nigerian Language:** Prerequisite: HUM 551.1 The course uses specific texts from various genres (poetry, drama and fiction) of literature in a Nigerian language to dramatize the dominant traits of the literature. Attempts are made to point out the indebtedness of the literature to aspects of oral tradition.

**LCS 833.2 Historical Linguistics:** Genetic relationship of languages. Mass comparison and lexicostatistics to establish subgrouping. Processes of phonological change. The comparative method and the reconstruction of a proto-language. Analogy and morphological change. Syntactic change. Lexico-semantic change. External influences: borrowing, language shift, pidginization and creolization.

**LCS 841.1 Advanced Research Methods: Research Methods:** The course aims at taking advanced students through the fundamental issues involved in research presentation and the objectives and current approaches to research in Linguistics and social sciences. Differences in style-sheets (e.g. LSA, MLA, APA, etc.) will be examined. The course will be practice-oriented, and each candidate will be required to present a short research proposal applying the techniques they acquired in the course.

**LCS 842.1 Survey of General Linguistics:** The aim of this course is to x-ray the discipline of linguistics. Deliberate effort will be made to highlight the important aspects of linguistics which will be useful to the professional communicator. Lectures will cover the essential attributes of human language and linguistics as the science of language; the main levels of linguistics: phonetics, phonology, morphology, semantics and syntax;

language and society; language and history; stylistics; language and the mind; language and artificial intelligence; language in the media, etc.

**LCS 843.1 Topics in Morphology:** This course focuses on topical issues in morphology. Topics that will be covered include: morphemes (affixes, bases and roots), morphs and allomorphy; word in typological perspective; types of word; inflection and derivation (number, person, verbal extensions, reduplication, compounding, incorporation, back-formation, clipping, conversion, etc.); properties of inflection and derivation; morphological change (pattern loss, coalescence, analogical change, etc.); clitics and clitic phenomena; problems in isolating clitics; morphology and its relation to phonology and syntax.

**LCS 844.2 Studies in International Communication:** The course will involve a survey of global press system. Lectures will cover such areas as the hegemony and domination of the west in global communication, globalization and its effects on cultural and linguistic diversity; the imbalance in the flow of information between the industrialized and the developing nations of the world, the impact of ideology, culture, economy and international market structure on international flow of information among nations; trends, issues and problems confronting public relations in multinational organizations; growth and status of international advertising, global media politics and policies and their impact on the less privileged nations of the world, etc.

**LCS 845.2 Studies in Comparative Media Systems:** The course undertakes a systematic comparison between traditional communication and modern mass media with a view to highlighting their salient features. Lectures will cover oramedia, traditional systems of communication in some Nigerian communities, a comparative study of major communication systems in selected countries of the world, etc.

**LCS 846.2 Studies in Development Communication:** The courses introduces students to the fundamental issues involved in doing communication for development. Lectures will cover such topics as the role of communication in education and information projects, the role of communication on agriculture, nutrition, sanitation, hygiene education, community self-help projects, family planning and birth control. Different communication models or paradigms will be studied with a view to noting their impact on the development of a country like Nigeria.

**LCS 847.2 Advanced Studies in Communication and Conflict Management:** Although conflict is an inevitable occurrence within interacting groups, but constant conflicts is detrimental to society. This course aims at equipping the students with practical communication tools towards conflict management. Major themes to be

handled in the course include: types of conflict, necessary communicative skills for dialogue and negotiation; and culturally fluency.

### **LCS 848.2 Intercultural Communication/Cultural Studies**

The course is based on the cultural studies theories of the media. It looks at the various It will examine effective means of cross-cultural communication.

**LCS 840.0 Graduate Research Presentation:** The course will be concerned with methods of data collection, presentation and documentation, argumentation/reasoning. Students will be taught the major features of and techniques for academic papers, the differences between LSA, APA/MLA style-sheets with particular focus on referen cing for academic purpose, suitability of existing theories to one's data. At the end of the course, each student is required, with the assistance of a supervisor, to prepare and present a seminar paper before other graduate students and academic staff of the Department. The graduate seminar topic must be related to student's proposed thesis topic. Credit is given for content, presentation, and handling of discussion. Candidates who score below a C in their presentation will be given another chance to re-do the work.

**LCS 850.0 Thesis:** The thesis is to present the results of an original research topic. Credit is given for originality, presentation, and use of previous literature in the area.

### **LCS 851.2 Phonological & Morphosyntactic Process**

The course surveys the major phonological and morphosyntactic process in natural languages such as assimilation, deletion, metathesis, affixation, compounding, blending, complementation, transitivity, negation, juxtaposition, etc.

**LCS 852.2 – Cognitive Linguistics:** This course examines language from the point of view of cognitive processes. Theoretical frameworks about language and cognition will be applied to the study of language, thought and culture. Students will learn about systems of conceptual organization through the study of categorization, metaphors, cultural models and grammar. Other topics include representation of space and time and cognitive motivations for language change and language universals. The approach is multi-disciplinary as evidence is drawn from text analysis, language acquisition, language change, psycholinguistic experimentation, and brain imaging, among others.

## **3.2.2 PhD Programmes (Full-time & Part-time)**

**Admission Requirements:** Candidates wishing to enroll in the Communication component must hold at a Masters degree with a CGPA of at least a CGPA of 3.50 on

a 5 point scale in in Mass Communication, Communication Studies/Arts. Candidates wishing to enroll in the Linguistics component must possess the same qualifications in Linguistics or a subject with a strong linguistic component.

In addition, candidates seeking admission into the PhD programme in the Department must submit to the Departmental Graduate Studies Committee a written proposal of a topic of their interest which they must defend before the admission can be granted.

**Duration:** The duration of the PhD programme is 24 months for full-time students and 36 months for part-time students. Students who are unable to complete the thesis within the normal period must apply for an extension to the Graduate Studies Committee.

**Degree Requirements:** To obtain a PhD in the Department, students must:

- a) Pass all the registered courses for their programme with a grade of at least C.
- b) Pass a comprehensive examination
- c) Present work at the Graduate Seminar and participate in seminar discussions, obtaining at least a C grade.
- d) Present a dissertation of not less than 150 pages to the Department
- e) Pass an oral examination in defense of the dissertation before a panel of examiners set up in accordance with University regulations.

## **Programme Content:**

### **First Year Semester 1**

#### Options

- *PhD Linguistics Option/PhD Linguistics & Nigerian Language Option*

1. LCS 900.1	Topics in Phonetics & Phonology	3
2. LCS 901.1	Topics in Morphology & Syntax	3

- *PhD Communication Studies Option*

1. LCS 902.1	Topics in Communication Theory/International Communication	3
2. LCS 903.1	Development/Cultural Communication	3
3. LCS 909.1	Public Relations/Advertising	3

### **First Year Semester 2**

• <i>PhD Linguistics Option/PhD Linguistics &amp; Nigerian Language Option</i>		
1. LCS 904.2	Topics in Semantics and Pragmatics	3
<i>Any One of the Following:</i>		
2. LCS 905.2	Topics in Applied Linguistics	3
3. LCS 906.2	Topics in Language and History	3
4. LCS 907.2	Topics in Sociolinguistics	3
• <i>PhD Communication Studies Option</i>		
1. LCS 908.2	Topics in Print Media Research	3
2. LCS 910.2	Topics in Broadcast Media	3
3. LCS 911.2.	Topics in Corporate Communication	3
For All Options		
LCS 912.3	Comprehensive Examinations	3

## **Second Year**

1. LCS 913.3	Doctoral Research Presentation	3
2. LCS 914.3	Doctoral Dissertation	3

## **Course Descriptions for the PhD Programmes**

**LCS 900.1 Topics in Phonetics & Phonology:** This course focuses on areas and concepts in phonetics and phonology that are difficult for students to grasp. The course is in two parts. The phonetics component will include: the production of glottalic and velaric sounds, the nature of labial velar stops, aspiration, and the instrumental investigation of phonetic problems. The phonology component includes a brief review of the principles of phonological analysis, phonological processes, phonological representation and alternations; rule formalization, and rule ordering: feeding order, bleeding order, etc. Also to be taught are a review of recent and current approaches to phonology: autosegmental representation of tone, vowel harmony and nasalization; the syllable: CV phonology, lexical phonology, metrical phonology and optimality theory.

**LCS 901.1 Topics in Morphology & Syntax:** The course studies topics in morphology and syntax according to the students' areas of specialization, and situating them within the dominant morphological and syntactic frameworks as at the time. The lecture will be in two parts: The first part will be an in-depth study of the current trends in morphological and syntactic theories, while the second part will be the discussion of special topics of interest within the current morphological and syntactic frameworks. Effort will be made to focus on topics relevant to African linguistics, such as verbal extensions, noun class, nominal and verbal compounding, associative constructions, serialization and

consecutivization, complementation, cliticization, transitivity, causativity, juxtaposition, negation, etc.

**LCS 902.1 Topics in Communication Theory/International Communication:** The aim of this course is to highlight the major theories that animate communication studies. It will also deal with the major issues of international communication of linguistics in editing, headline writing, broadcasting, professions of persuasion, etc.

**LCS 903.1 Topics in Advanced Communication:** The course focuses on topical issues in communication studies for advanced students. The topics to be covered will depend on the students' areas of research interest, such as the communication process; communication and human society: role of communication, development communication, communication and crisis management, information management, media effects theories; models of communication; globalization and the new information age: new information and communications technologies, digital mass communication; adjuncts of mass communication; linguistic characteristics of media discourse with special focus on news stories, public relations, advertising, propaganda, officialese, etc.

**LCS 904.2 Topics in Semantics & Pragmatics:** Lectures in this course will examine aspects of lexical and sentential semantics. Focus will be on theories underlying different approaches to semantic investigation and current issues. Efforts will also be made to study the relationship between semantics and pragmatics.

**LCS 905.2 Topics in Applied Linguistics:** The course studies the practical application of linguistic theories to other fields of study. Special attention will be paid to the relevance of the linguistic science to language teaching; contrastive and error analyses, design of pedagogical materials; child language development, lexicology and lexicography, translation, speech therapy, stylistics, media issues, etc. Students will be given the opportunity to address specific problems in these areas.

**LCS 906.2 Topics in Language & History:** The aim of the course is to study the interconnection between language and history. Efforts will be made to show how linguistic evidence can be used to arrive at some conclusions about the prehistory and history of a people. The course will cover the following: genetic relationships, language families and their characteristics, techniques for language classification: reconstruction, mass comparison, comparative methods, lexicostatistics and glottochronology; language spread and migration theory; language change; language shift; language endangerment and death.



**LCS 907.2 Topics in Sociolinguistics:** This course will examine some recurrent issues in language and society. Lectures will focus on such topics as: language variation (language and other speech forms); language and identity; language endangerment, language maintenance and shift, language death, language revitalization, etc; language and national development/underdevelopment; pidgin and creole languages (with particular reference to their influence and relevance in the Nigerian society); bilingualism and multilingualism; and any current sociolinguistic topics of interest.

**LCS 908.2 Topics in Print Media:** Lectures will cover forms of print media (newspapers, magazines, journals, books, etc.) and forms of electronic media (radio, television, photojournalism, etc.). The first part of the course which is print media will cover all the relevant procedures in printing: handling of typescript, fonts, type-faces, text and paper sizes, colour management; copy-editing, copy-fitting, page layout, headline writing, columns, photo-selection and cropping, etc. The second part will be an overview of the physical, technical, and societal bases of radio and television broadcasting; the development, technology, and the economics of the electronic media and their impact on culture and people. Legal and ethical issues in the media.

**LCS 909.2 Topics in Advertising and Public Relations:** The course focuses on the basic issues in advertising and public relations practice. The course will show how the following: advertising, public relations, publicity, and propaganda are distinguished. Lectures in advertising will focus on classes of advertising; processes of advertising; corporate advertising; product design; media commercialization and the economics of advertisements; advertising strategies (e.g. hooklines, puns and other attention-getting devices); regulation and control in advertising practice; the interaction between language, image and layout in advertisement; product design and labelling; the relationship between culture and advertising. Lectures in public relations will focus on major roles of public relations; advanced public relations techniques; corporate communication; public relations as a management function; community relations and public affairs; industrial public relations and promotional campaigns, local and international public relations. Language as an effective tool in advertising and public relations.

### **LCS 910.2. Topics in Broadcast Media**

The course provides an overview of the various aspects of research in the broadcast media. The students are also expected to have an understanding of the operations of the broadcast media and the technologies involved.

**LCS 911.2 Topics in Corporate Communication:** An overview of organizational communication is presented in this course.

**LCS 912.3 Comprehensive Examinations:** There will be two parts in the comprehensive examinations. Part A is for candidates that registered for PhD in Linguistics/Linguistics and a Nigerian Language options. It will test the students' general knowledge of language and linguistics. Part B is for PhD candidates of the Communication Studies option. It will test the students' knowledge of information and communication studies generally. Each part shall comprise three papers (A, B and C). The Chief Examiner for each year shall determine the contents of each paper and inform the candidates in advance. Any student who fails the comprehensive examinations will not be allowed to proceed with the next stage of the programme. The candidate can, however, be allowed to re-take the comprehensive examinations at the next available opportunity.

**LCS 913.3 Doctoral Research Presentation:** Every student must, with the assistance of a supervisor, prepare and present a seminar paper before other graduate students and academic staff of the Department. The seminar paper must be related to the student's proposed thesis topic. Credit is given for content, presentation, and handling of discussion. Candidates who score below a C grade in their presentation will be given another chance to re-do the work. Candidates who have successfully presented their departmental graduate seminar shall be recommended to the School of Graduate Studies for the final doctoral seminar presentation. Only successful candidates at this stage shall be prepared to face the external examiner.

**LCS 914.3 Doctoral Dissertation:** The doctoral dissertation is to present results of an original research topic. Credit is given for originality, the contribution of work to knowledge, presentation, and use of previous literature in the area.

## **USEFUL HINTS FOR UNDERGRADUATE STUDENTS**

- a) **University Grading System:** The University operates a 5 points scale, as follows:

<b>Mark/Score</b>	<b>Letter Notation</b>	<b>Grade Point</b>
70% and Above	A	5
60 – 69	B	4
50 – 59	C	3
45 – 49	D	2
40 – 44	E	1
00 – 39	F	0

## b) Probation

Probation is a status granted to a student whose academic performance falls below an acceptable standard. A student whose Cumulative Grade Point Average (CGPA) is below **1.00** at the end of a particular year of study, earns a period of probation for one academic session.

## c) Withdrawal from the Programme

A student whose CGPA is below **1.00** at the end of a particular period of probation shall be required to withdraw from the University. However, in order to minimize the waste of human resources, consideration should be given to withdrawal from programme of study and possible transfer to other programmes within the same University.

## d) Continuation Requirement

The continuation requirement in the University is a CGPA of **1.00** at the end of each academic year.

Similarly, a student who, after the maximum length of time allowed for a degree programme, has not obtained a degree shall be asked to withdraw from the programme. The maximum length of time that a student shall be permitted to spend on a standard **4-year** programme shall be **6 years**.

## e) Computation of Grade Point Average (*Do-it-Yourself*)

Credit Units vary according to contact hours assigned to each course per week per semester, and according to work load carried by the student.

Grade Point Average (GPA) is derived by multiplying Credit Unit (CU) by the Total Quality Points (TQP) covered, and divided by the Total Credit Units (TCU) of courses for which examinations have been taken.

Grade obtained in all approved courses of a student's prescribed programme shall be used to compute the GPA.

Where a student has registered more than the allowed number of free elective courses, only the grades obtained in the allowed number of elective courses chosen in order of registration will be used to compute the CGPA. Courses that were completed before the change of programme will be treated as audited courses.

Below is a sample of how to calculate the GPA:

### Year 1 Semester

Course	CU	TQP = CU x GP	GPA = TQP ÷ TCU
GES 100	4	58 C (4 x 3 = 12)	(48 ÷ 19) =
LCS 100	3	80 A (3 x 5 = 15)	
FLL 111	3	45 D (3 x 2 = 6)	
LCS 111	3	42 E (3 x 1 = 3)	

LCS 113	3	20 F ( $3 \times 0 = 0$ )	
THA 100	3	68 B ( $3 \times 4 = 12$ )	
<b>Total</b>	<b>19</b>	<b>48</b>	<b>2.52</b>

### Year 1 Semester 2

Course	CU	TQP = CU x GP	GPA = TQP ÷ TCU	CGPA = TQP ÷ TCU
GES 102	3	70 A ( $3 \times 5 = 15$ )	$(55 \div 16) =$	TQP ( $48 + 55 = 103$ )
GES 101	3	63 B ( $3 \times 4 = 12$ )		TCU ( $19 + 16 = 35$ )
EST 120	3	72 A ( $3 \times 5 = 15$ )		
LCS 101	3	18 F ( $3 \times 0 = 0$ )		
LCS 102	3	61 B ( $3 \times 4 = 12$ )		
LCS 1C2	1	40 E ( $1 \times 1 = 1$ )		$(103 \div 35) =$
<b>Total</b>	<b>16</b>	<b>55</b>	<b>3.44</b>	<b>2.94</b>

### Year 2 Semester 2

Course	CU	TQP = CU x GP	GPA = TQP ÷ TCU	CGPA = TQP ÷ TCU
GES 103	2	45 D ( $2 \times 2 = 4$ )	$(73 \div 20)$	TQP ( $103 + 73$ )
LCS 113	3	89 A ( $3 \times 5 = 15$ )		TCU ( $35 + 20 = 55$ )
LCS 200.1	3	58 C ( $3 \times 3 = 9$ )		
LCS 201.1	3	68 B ( $3 \times 4 = 12$ )		
LCS 206.1	3	65 B ( $3 \times 4 = 12$ )		$(176 \div 55) =$
LCS 207.1	3	60 B ( $3 \times 4 = 12$ )		
LCS 210.1	3	52 C ( $3 \times 3 = 9$ )		
<b>Total</b>	<b>20</b>	<b>3.65</b>	<b>3.65</b>	<b>3.20</b>

**NOTE:** Observe, for instance, how the course LCS 113 was failed in Year 1 First Semester, and computed with F = 0 in that Semester. It was then re-registered and retaken by the student in Year 2 First Semester, and computed with A = 5. **The old grade did not replace the new one.** In other words, any mark obtained in a carry over course cannot replace the former grade in the same course.

## THE FORMAT FOR PRESENTATION OF A BA PROJECT

### a. Title Page

- Type the full title of your project
- Type 'by' below the full title of your project
- Type your name in the following order:  
First name – Middle name - Surname
- Type your Matriculation Number directly below your name
- Type the nature of degree and awarding institution
- Type the date of completion of the project

Below is a sample of what the full title page should look like:

**The Influence of the Internet Medium on the Behaviour of Young People in  
Port Harcourt City**

By

**Moses Chika Amadi**  
**Mat. No. 2005/1825001**

Long Essay Submitted to the Department of Linguistics & Communication Studies in  
Partial Fulfilment of the Requirements for the Award of Bachelor of Arts in  
Linguistics & Communication Studies, University of Port Harcourt, Nigeria.

January 2009

### b. Certification Page:

**CERTIFICATION**

This project has been read and approved as meeting the requirements of the Faculty of Humanities for the Award of Bachelor of Arts Degree in Linguistics & Communication Studies, University of Port Harcourt, Nigeria

Name of Supervisor: ..... Sign: ..... Date: .....

Name of Head of Dept.: ..... Sign: ..... Date: .....

Name of External Examiner: ..... Sign: ..... Date: .....

Name of Dean: ..... Sign: ..... Date: .....

### **c. Dedication Page:**

#### **DEDICATION**

*e.g. This work is dedicated to God Almighty and my Sister, Mrs. Loveth Blue-Jack.*

### **d. Acknowledgements**

### **e. Table of Contents**

### **f. List of Conventions/Abbreviations** (if any)

### **g. List of Tables and Figures** (if any)

### **h. Abstract**

### **i. The main Body of the Project organized in Chapters.**

**j. References:** This must contain all authors whose works were cited in the main body of the project arranged in alphabetical order (from A to Z). The method of referencing must be consistent with a particular style-sheet, e.g. LSA, APA, MLA. The style-sheet to be adopted by a student must be discussed with the project supervisor.

### **k. Appendix** (if any)

## **THE MAIN BODY OF THE RESEARCH PROJECT**

This is organized in chapters, as follows:

### **Chapter 1**

#### **General Introduction**

##### **1.1 Background to Study**

##### **1.2 Statement of the Problem**

##### **1.3 Purpose of the Study**

##### **1.4 Significance of the Study**

- 1.5 Scope of the Study
- 1.6 Limitations
- 1.7 Research Questions
- 1.8 Hypotheses (if necessary)
- 1.9 Definition of Terms

## **Chapter 2: Literature Review**

- 2.0 Introduction
- 2.1 Theoretical Framework/Review
- 2.2. Conceptual Review
- 2.3. Empirical Review

## **Chapter 3: Research Methodology**

- 3.0 Introduction
- 3.1 Research Design
- 3.2 Research Population
- 3.3 Sampling Procedure/Sample size
- 3.4 Research Instrument
- 3.5 Validity and Reliability of Instrument
- 3.6 Operationalisation of Concepts
- 3.7 Method of Data Collection
- 3.8 Method of Data Analysis

## **Chapter 4: Data Presentation and Analysis**

- 4.0 Introduction
- 4.1 Data Presentation
- 4.2 Data Analysis
- 4.3. Discussion of data

## **Chapter 5: Findings, Conclusion & Recommendations**

- 5.0 Introduction
- 5.1 Summary of Findings
- 5.2 Conclusion
- 5.3 Recommendations

## **SOME HINTS ON THE CONTENTS OF A PROECT**

In what follows, we shall spend time to explain what each section of the main body of the research project is all about, including the contents of an abstract for a research project.

**Abstract:**

An abstract is the highlight of the research project presented in few words. It is the summary of the research project. A good abstract should contain the following:

- A brief statement concerning the purpose of the research project, i.e. what is the motivation for the research?
- A brief statement concerning how the researcher carried out the research, i.e. what methodology did the researcher employ in gathering data for the research project?
- A brief statement concerning the major finding(s) of the research project, i.e. what major discoveries did the research project make?
- A brief statement concerning the recommendation(s) of the research project, i.e. what are the suggestions for dealing with the problem(s) that the research project has identified?

## **Chapter 1**

### **General Introduction**

#### **1.1 Background to the Study**

This presents a general overview of the research project. It is a ground-breaking exercise preparatory to the main research. It ought to provide some background information, building up to the rationale for the main research. It reveals the main thrust of the research.

#### **1.2 Statement of the Problem**

There is always a motivation for any research work. Every research project seeks to find answer(s) to a predetermined problem. The statement of problem is the researcher's declaration of a particular task which the research project is expected to address or tackle. The problem is what prompted the research. If there is no problem, then there is no need to carry out the research.

#### **1.3 Purpose of the Study**

This is the aim or objectives of the research work. Every research has an aim which it is expected to accomplish. It is the main motive behind the choice of the topic in the first place.

#### **1.4 Significance of the Study**

The researcher should at this point explain why the research project is important; what is the relevance of the research project to scholarship and to the larger society; what are the contributions of the research project to knowledge; what are its benefits to



mankind? Note that the purpose and significance of the study are very closely related. Some researchers can decide to select one, and then leave out the other.

### **1.5 Scope of the Study**

This is concerned with the coverage of the research project. What issues or areas would the researcher like to address? It is advisable not to make the scope of a research project to be too wide, due to constraints of time and finance. Here the researcher makes a declaration regarding the scope of the work, bringing in factors which necessitated the delimitation of the research project. The constraining factors can be time, money, and some other logistics. As a matter of fact, no single research project can study an entire phenomenon or population.

### **1.6 Limitations**

These are obstacles which may impede the research work. The constraining factors can be time, money, and some other logistics relating to the population or context of the study. The researcher should indicate how s/he plans to overcome the challenges. One common practice is to narrow the population to a manageable size. One can also use time frame, e.g. 1960 – 2005; location, e.g. Port Harcourt City, etc., to tackle the obstacles that the research topic may pose. Note that some researchers treat the scope of the study and limitation together.

### **1.7 Research Questions**

These are questions which address aspects of the problem that the researcher wants to find answers to. The research questions must be specific and relevant to the scope of the research project. They help the researcher in constructing the questionnaire for the research project, and they also help the researcher to remain focused. The research questions should not be too many, depending on the scope of the research project.

### **1.8 Hypotheses**

These are verifiable preliminary assumptions which the researcher makes at the beginning of his research. The researcher uses copious data in the main body of the research project to find out if these preliminary/tentative assumptions (hypotheses) could be rejected or accepted. There are two forms of the hypotheses: null and alternative. It is, however, possible to state the hypotheses at the end of literature review.

### **1.9 . Definition of Terms**

There are two major ways of defining technical terms in a research project: conceptual and operational. The conceptual definition is concerned with everyday/common sense

of the term, i.e. the meaning shared by everybody (at least experts in the field). The operational definition is concerned with how the researcher would want the concept/term to be defined or understood in the context of his work. This definition may not be common to even experts in the field. In the section on “Definition of Terms”, researchers are encouraged to adopt the ‘operational definition of terms’.

## **Chapter 2**

### **Literature Review**

#### **2.0 Introduction**

This is a brief statement of the contents of Chapter 2. State the relevance of the chapter to your research project.

#### **2.1 Theoretical Framework/ Review**

The theoretical framework is akin to the architectural design of a building which serves as a guide for the construction of the intended building. For any research project, there must be a previous theory or theories which may be relevant to the new endeavour. The job of the researcher is to review such theory/theories, stating clearly how it is/they are relevant to the new topic. It is also possible for a researcher to adopt different models as they are relevant to the new topic. The student does not just present the theory or theories that form the framework, but also a review of the current state of the theory from relevant literature.

#### **2.2. Conceptual Review**

This is detailed explanation of the concepts used in the project, from the perspective of previous scholars.

#### **2.3. Empirical Review**

This is an aspect of the review of literature that crucially relate to the theme of the research project. The literature reviewed here must be those resulting from some previously concluded empirical researches which are specific and direct to the point.

## **Chapter 3**

### **Research Methodology**

#### **3.0 Introduction**

Make a brief statement about the contents of this chapter, and state its purpose.

### **3.1 Research Design**

The Research design is the method or procedure for carrying out a research. It is the blue-print for solving the research problem. A researcher can decide to adopt one or more procedures to elicit information for his work, e.g. population survey, case study, library research, content analysis, participant observation, etc.

### **3.2 Research Population**

A Research population refers to the persons, things or subjects that are to be investigated or studied.

### **3.3 Sampling Procedure**

This is concerned with how the researcher arrives at choosing the subjects to be studied from his research population, since it may be impossible to study the whole population.

### **3.4 Research Instrument**

This refers to the tools used in gathering data for a research project, e.g. questionnaire, interviews, guided tasks, etc.

### **3.5 Method of Data Collection**

This is concerned with the instrument or instruments employed by the researcher to gather data for his work.

### **3.6 Method of Data Analysis**

This is concerned with how the research wants to analyse his data. The research can decide to adopt a qualitative method of analysis or a quantitative one. The qualitative method is essentially descriptive in nature, as in content analysis. The quantitative one involves the use of statistical data, rankings, percentages, or other empirical procedures of investigation.

## **Chapter 4**

### **Data Presentation and Analysis**

#### **4.0 Introduction**

Make a brief statement about the contents of this chapter.

#### **4.1 Data Presentation**

Here the data used in the study are presented for thorough examination. This can be based on both the research questions taken one after the other and the issues raised in the questionnaire. Note that one or more items in the questionnaire can be used to address an issue raised by a particular research question.

#### **4.2 Data Analysis**

Here, the researcher discusses the data collected based also on the research questions and the corresponding items in the questionnaire.

### **Chapter 5 Findings, Conclusion & Recommendations**

#### **5.0 Introduction**

Make a brief statement about the contents of this chapter.

#### **5.1 Findings**

This is concerned with the discoveries made during data analysis. It is advisable to number the findings of a research project one after the other.

#### **5.2 Conclusion**

This is concerned with the conclusions reached after a thorough investigation of a phenomenon.

#### **5.3 Recommendations**

Here, the researcher makes a number of suggestions towards dealing with the problem which the research project was designed to tackle. It is also possible for the researcher to recommend that further investigation should be carried out to address other aspects of the phenomenon investigated by the researcher.

### **TEACHING STAFF LIST**

S/N	Name of Staff	Area of Specialization	Designation
1	Ejele, Philomena E. (Mrs.) BA <i>Ife</i> , PGDL, MA, PhD <i>London</i>	Syntax, Semantics, English Grammar, Pragmatics, Human Communication & Stylistic analysis of texts (literary and media), Edoid (esp. Esan)	Professor
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32	Tammy Alaribo BA, MA, PhD UNN	Broadcast Journalism, Radio/TV/Film Production	Lecturer II
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34	Titilayo R. Osuagwu BA ABU, PGDC, MA , PhD UPH	Development Communication, Interface in Linguistics and Communication	Lecturer II
35	Salem O. Ejeba BA, ABU, MA , PhD UPH	General Linguistics, Igala	Lecturer II
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## NON-TEACHING STAFF LIST

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2	2.Wogbo Charity BSc, Pitman	Departmental secretary	Chief Executive Officer
3	3 Ozuru BN BSc PGD UPH.		Assistant Registrar
4	4-Ueh, Bariyaa 4-Ueh	Marketing Officer	Higher Executive Officer
5	5 Kpenu S. BSc RUST, PGD UPH	Broadcasting	Studio Manager
6	6 Ariwodo, B.C. OND, HND Afikpo	Electrical/Electronics	Senior Technical Officer
7	7 William, Ekaete.	B.Sc Marketing	Senior Clerical Officer

8	Engr. Ejomarie, K.E. B.Eng. FUTO		Engineer I
9	Ekeocha, C.T. BusAdin, IMSU	Marketing Officer	Administrative Officer Radio UNIPOINT)
10	6. William, E. B.Sc Marketing		Higher Executive Officer
11	Woko, G.		Chief Clerical Officer
12	9 Ajoku, C.K OND Owerri	Transmitter maintenanc e	Technical attendant
13	10 Nzurike, D.O.H. OND Owerri	Transmitter maintenanc e	Technical attendant
14	Wonnah, Christopher		Computer Operator
15	Ukwe, Nnamdi		Reprographic Assist
16	Owhonda, Monica		Caretaker
17	Akpan, Sharing		Cleaner/Messenger
18	Peace Amadi		Messenger/Cleaner