

1.0 Course code: ARD509

1.1 Course title: Radio and television broadcasting

1.2 Credit unit: 2 credits / Elective

1.3 Course duration: Two hours per week for 12 weeks

2.0 Lecturer Details:

2.1 T. O. A. Banmeke, (Ph.D). Agricultural Extension (Ibadan)

Email: tajudeenbanms@yahoo.com

Office location: Department of Agricultural Extension and Rural Development

University of Agriculture, Abeokuta.

2.2 O. Oyekunle, (Ph.D), Agricultural communication (Abeokuta)

Email:

Office location: Department of Agricultural Extension and Rural Development/AMREC

University of Agriculture, Abeokuta.

3.0 Course Details:

3.1 Course content:

Radio and television broadcasting will familiarize students that major in Agricultural Extension with the principles and practice of radio and television broadcasting. They will be introduced to the development of radio and television broadcasting, purpose of broadcasting, the use of radio and television in extension activities, types of radio and television programmes relevant for extension activities, producing and presenting radio and television broadcast, news script writing, audience analysis, interview techniques, handling of camera and forms of reporting learning. Also, the course will take the students on the concept and guidelines for documentary production.

3.2 Course justification:

Radio and television broadcasting takes cognizance of the fact that radio and television are channels that can be used for the fast and effective dissemination of extension

messages, considering the wide coverage and number of individuals that can be reached simultaneously. The course will therefore take the students through the essentials of radio and television broadcasting and how they can be effectively utilized for the dissemination of extension messages with the aim of arousing the clients interest and thereby institute a change in their knowledge, skills and attitudes.

3.3 Course objective

The broad objective of the course is to enable students acquire the knowledge of how to utilize radio and television for extension activities considering that they are the most common forms of mass communication. It is therefore apparent that students of agricultural extension be taken on how to use these media in facilitating information flow from extension organizations to the intended users. At the end of the course the students should be able to:

- Understand and be familiar with the development of radio and television broadcasting
- Understand the purpose of broadcast
- Discuss the use of radio and television in extension
- Explain the types of radio and television programmes
- Understand the production and presentation of radio and television programmes
- Describe interview techniques
- Understand and be familiar with the use of a T. V. camera
- Understand the forms of reporting
- Describe and explain guidelines for documentary production

3.4 Course requirements:

Students are expected to participate in all the course activities with a minimum attendance of not less than 70% in order to sit for the final examination which will carry a score of 70%. Also, the continuous assessment will attract a score of 30% and this will comprise of class assignments, intermittent test to be conducted during the duration of lectures and a report of the excursion to broadcast media.

3.5 Course delivery strategy:

The traditional face-to-face contact will be the major delivery strategy that will be used and audio visual aids such as projectors will be used in delivering lectures. The students will be expected to participate fully in the class by engaging them in discussions during the class sessions and they will also be encouraged to conduct literature searches from the library and internet in addition to the materials that will be provided to them in class. The students will be organized into groups and expected to produce radio programmes such as drama sketches meant to disseminate information to extension clients. In addition students' knowledge of the various concepts taught will be determined by conducting regular class test and a final examination at the end of the semester.

4.0 Lecture content:

Week one: Introduction to development of radio and television broadcasting

Objective: Expose students to the meaning of broadcasting in addition to the invention of radio and television

Description: The meaning and definition of broadcasting will be explained to the students in addition to exposing them to the origin of the concept. The original term “broadcast” will be explained and how it is now used for the dissemination of

information. The students will be made to know that broadcasting unlike other forms of mass communication is an entirely electronic means of communication.

Study questions

1. How did the concept of broadcasting evolve?
2. What is the definition of broadcasting?

Reading list:

1. Swanson, B. E. (1984). *Agricultural Extension: A reference manual*, 2nd Edition, Food and Agriculture Organization, Rome. P259

Week two: Purpose of broadcasting

Objective: Expose students to the important purposes that broadcasting serves within any society or community.

Description: Students will be exposed to the three broad purposes of broadcasting within the society which are to inform, educate and entertain the members of the community.

Some other functions such as opinion shaping, propaganda and commercial function will be taught to the student with a view to making them appreciate the importance of radio and television broadcast in a society.

Study questions

1. What are some of the important functions that broadcasting serves within a society?
2. Can you expatiate on the education function of radio within a society?

Reading list:

1. Swanson, B. E. (1984). *Agricultural Extension: A reference manual*, 2nd Edition, Food and Agriculture Organization, Rome. P. 259

Week three: Use of radio in extension activities

Objective: The numerous uses of radio and television for extension activities will be taught to students offering the course.

Description: The students will be exposed to how radio as a medium of communication can be used for the mass mobilization of people for social action. This will be in addition to letting them know how to use the radio for mass education and for cultural innovation or diffusion. Some of the limitations to the use of radio in extension activities will be brought to the fore by making students realize that listeners cannot often refer back to messages obtained from the radio.

Study question

1. Discuss the limitations associated with the use of radio in the dissemination of agricultural information to farmers.

Reading list:

1. Swanson, B. E. (1984). *Agricultural Extension: A reference manual*, 2nd Edition, Food and Agriculture Organization, Rome. P259

Week four: Producing and presenting radio broadcast

Objective: Explanation of how to go about producing and presenting a typical agricultural radio programme.

Description: Students will be taken through the rudiments of producing and presenting a radio farm programme. A step-by-step procedure of going about a farm programme will be taught to the students. They will be exposed to how to localize the content of the programmes, catch the interest of their listeners, use sound in a creative manner and give information in a flowing manner.

Study question:

1. Discuss in details the production of a radio programme meant to teach farmers about the required management practices to be carried out on their farms.

Reading list:

1. Swanson, B. E. (1984). *Agricultural Extension: A reference manual*, 2nd Edition, Food and Agriculture Organization, Rome. P259

Week five: The use of television in extension activities

Objective: Students will grasp how to use television as a communication tool for agricultural extension work.

Description: Students will be taught the rudiments of using television for the dissemination of agricultural information to extension clients. They will be further exposed to the types of television media available for extension teaching. In addition basic tips useful for television programmes will be brought to the fore with a view to ensuring that the students can use such tips in producing agricultural programmes on television.

Study question:

1. Discuss the use of television in the dissemination of information to farmers.

Reading list:

1. Van de Barn and Hawkins H. S. (1996). *Agricultural Extension* 2nd Edition Blackwell publishers.
2. Swanson, B. E. (1984). *Agricultural Extension: A reference manual*, 2nd Edition, Food and Agriculture Organization, Rome. P259

Week six: Audience analysis

Objective: Students will understand the concept of audience analysis

Description: The students will be exposed to how to what audience analysis is all about, the essence of audience analysis and how to go about conducting it.

Study question:

1. How will you define audience analysis?
2. What is the essence of conducting audience analysis in designing an agricultural programme?

Reading list:

1. Technical Centre for Agricultural and Rural Cooperation (CTA, 1998). Radio serving the rural areas of the ACP countries, CTA directory.
2. Adebayo, K. (1997): *Communication in agriculture*, Greenlinks International, Abeokuta, pp 102.
3. Ekwuazi, H. (1991). *Creating the screen image: visual composition for television and film*, craft books limited, Lagos

Week seven: Types of radio and television programmes

Objective: Students will be taught about the types of radio and television programmes.

Description: The different types of radio and television programmes such as documentaries, news talk and interviews will be taught to the students. Furthermore, they will be educated on how to use these programmes for the dissemination agricultural information for the would-be end users.

Study question:

1. Discuss how any named radio agricultural programme can be used for the dissemination of agricultural information.

Reading list:

1. Technical Centre for Agricultural and Rural Cooperation (CTA, 1998). Radio serving the rural areas of the ACP countries, CTA directory.
2. Adebayo, K. (1997): *Communication in agriculture*, Greenlinks International, Abeokuta, pp 102.
3. Ekwuazi, H. (1991). *Creating the screen image: visual composition for television and film*, craft books limited, Lagos

Week eight: Interview techniques

Objective: Students should understand interview techniques and how to go about conducting an interview.

Description: The different techniques associated with conducting an interview will be highlighted. Students will be exposed to the dos and don'ts associated with conducting an interview. In addition, does activities that are to be conducted and those that should be avoided when conducting an interview will be taught to the students.

Study questions:

1. What are some common practices that are to be avoided in conducting an interview?

Reading list:

1. Technical Centre for Agricultural and Rural Cooperation (CTA, 1998). Radio serving the rural areas of the ACP countries, CTA directory.

2. Adebayo, K. (1997): *Communication in agriculture*, Greenlinks International, Abeokuta, pp 102.
3. Ekwuazi, H. (1991). *Creating the screen image: visual composition for television and film*, craft books limited, Lagos

Week nine: Handling of camera

Objective: Students will be made to understand the handling of camera for television programming.

Description: Students will be exposed to how to effectively handle a camera for television programmes. Important issues such as camera movement and camera distance that are germane for television programming will be highlighted and brought to the fore. This will enable the students become familiar with how to handle camera for the production of any television programme.

Study question:

1. What are some of the general uses of camera movement?

Reading list:

1. Technical Centre for Agricultural and Rural Cooperation (CTA, 1998). *Radio serving the rural areas of the ACP countries*, CTA directory.
2. Adebayo, K. (1997): *Communication in agriculture*, Greenlinks International, Abeokuta, pp 102.
3. Ekwuazi, H. (1991). *Creating the screen image: visual composition for television and film*, craft books limited, Lagos

Week ten: Forms of reporting

Objective: Students should be able to explain and understand the forms of reporting.

Description:

Reporting is considered important for any interview to be conducted for any radio or television programme. Students will therefore be exposed to the form of reporting in radio and television programming. The different forms of reporting that students should be conversant with that will enable them in the production of radio and television programmes will be highlighted and explained to them.

Study question:

1. Explain any four forms of reporting for broadcast media which you are familiar with.

Reading list:

1. Technical Centre for Agricultural and Rural Cooperation (CTA, 1998). Radio serving the rural areas of the ACP countries, CTA directory.
2. Adebayo, K. (1997): *Communication in agriculture*, Greenlinks International, Abeokuta, pp 102.
3. Ekwuazi, H. (1991). *Creating the screen image: visual composition for television and film*, craft books limited, Lagos

Week eleven: Concept and guidelines for documentary production

Objective: Students should be able to understand the concepts and guidelines for documentary production.

Description:

Study question:

1. Explain any four forms of reporting for broadcast media which you are familiar with.

Reading list:

1. Technical Centre for Agricultural and Rural Cooperation (CTA, 1998). Radio serving the rural areas of the ACP countries, CTA directory.
2. Adebayo, K. (1997): *Communication in agriculture*, Greenlinks International, Abeokuta, pp 102.
3. Ekwuazi, H. (1991). *Creating the screen image: visual composition for television and film*, craft books limited, Lagos

Week twelve: Excursion to media houses

Week thirteen: General revision