

Academic program

Required courses for Broadcast Minors: COMM. 211, JOUR 205, JOUR 313, JOUR 350, COMM. 317, JOUR 206, and JOUR 305.

Comm. 211&JOUR 205 are prerequisite courses for JOUR 206, 317, 305, 313 & 350

Required courses for Print Minors:

COMM 211, JOUR 205, JOUR 307, JOUR 316, JOUR 303, JOUR 350, and COMM. 317.

COMM 211 and JOUR 205 are prerequisite courses for JOUR 307, JOUR 316, JOUR 303, JOUR 350, and COMM. 317

Comm 350 – Media Law and Ethics

The course deals with the history, principles, and provisions of the law universally applicable to the day-to-day functions of the media with emphasis placed on the Law of Libel and Slander, Right of Privacy, Contempt of Proceedings, and Media Ethics, statutes, decrees, and laws affecting journalists and the media.

Comm 401 – International Communication

The course explores the structure of international communication, the process of globalization, and the political, economic, and cultural contexts of communication. The course maps the historical paths of international communication, looks at global communication theories, and examines global economy and its impact on communication. Additionally, the course explores global markets and intercultural communications while providing advanced study, evaluation and application of cultural context, theories, stakeholders, and trends in media, advertising, and public relations. Analysis of ethical, legal, political, and social communications issues around the globe.

Comm 411 – Communication Research Methodology

The course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated. The goals of this course are to help students develop skills in gathering, organizing, interpreting, and presenting research information using competent and ethically defensible methods.

Comm 412 – Development Communication

This course explores the roles of media and communication in development issues and critically assesses the strategic use of communication and media tools in advancing the goals of social, cultural, and political change. An examination of various approaches, models, and strategies of development communication, from both theoretical and historical points of view are considered.

Academic program

Department of Communication & Media Studies (DCMS)

College of Social Sciences and Humanities

University of Liberia



Revised Academic Course Guide for student advisement

Prepared by DCMS

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Comm 430 – Thesis

The objective of this course is to develop the student’s critical ability and the student’s ability to independently undertake a social science research using scientific methods. Thus, the main task of the course is comprised of a comprehensive independent work (thesis). A chosen research question of relevance for practical communication or media problem solving is to be thoroughly analyzed and described. The thesis work must be based on empirical material.

Comm 405 – Webcare: Advance Public Relations

‘Webcare’ is the online communication of organizations to stakeholder messages, mostly through social media. The course will teach students how to effectively manage and monitor the web or online to know who’s talking and in which sentiment about client organizations/products/services. Essentially, students will learn how to respond to consumer/stakeholder questions, complaints, and/ or compliments toward their employer organization the overall goal being to strengthen the company’s reputation, build a brand with (potential) customers and to engage in conversations online with consumers/stakeholders.

Comm 308 – Corporate Communication

The course provides a comprehensive introduction to corporate communications for students with interest in corporate communication, or anyone seeking to understand the growing importance of communication for corporations. Corporations increasingly need communication to survive, as they need to establish and maintain relations with a variety of stakeholders to prosper. This includes actors external to the organization - customers, governments, and civil society organizations – but also stakeholders within corporations themselves, such as employees, managers, and investors. this course offers a mix of theory and practice: it discusses theories but also aims to show their practical application.

JOUR 307 – News, Feature, and Editorial Writing

This course exposes students to the writing process specific to the print media. Though theory is considered, the course is heavily concentrated on the purpose, form, style, and spirit of the editorial, the principles, and practices in writing feature editorials for newspapers, magazines, and the electronic media; the principles and problems of magazine editing, planning, content selection, manuscript revision, copy editing, caption and title writing and editorial responsibility, etc.

JOUR 303 – Investigative Reporting

This course provides training in investigative reporting, teaching students how to go beyond day-to-day journalism. The course will emphasize problem solving in developing stories from conception to finished product. Students will learn the practical skills of the investigative journalist both by studying professional investigative work and by doing own work using tools such as public records and computer-assisted reporting.

JOUR 304 – Magazine Writing & Editing

The course introduces and instructs students in content gathering, writing and editing, and production of multi-platform news magazine. Students will learn effective editing techniques, and how writing compelling pieces for different sections of the magazine and to different audiences. The course lets students tap into skills gained in Photojournalism and previous journalism courses.

JOUR 305 – Television Production and Direction

Creating, planning, producing and directing a television program and understanding operational problems in TV studio; Functions, limitations and capabilities of standard and visual processing. Lab and project work are required.

JOUR 309 – Human Rights Reporting

This course teaches students how to identify human rights issues and their root causes; gives students insights into the legal framework, including Liberia's Constitution and the relevant international human rights laws and how to link these rights instruments to human rights stories. The course also teaches students how to interview sources and survivors of human rights abuse with the goal of producing good and compelling human rights stories and features for both print and electronic media with all the elements of a Rights Media.

PAST CHAIRPERSON

1. **Prof. T. Nelson Williams (1984 – 1987)**
Associate Professor Lamini Waritay
Associate Professor Steve Tweh
Assoc. Prof. Joe Worlobah Mulbah – BA,MA, LLR (2005 – 2011)
2. **Asst. Prof. Weade Kobbah-Wureh -2012 –**
BA. International Politics, UL
MA, American University Washington DC, USA
Diploma, Management Consultancy
3. **Associate Prof. Alhaji G.V. Kromah- 2016-2018**
BSc. Economics University of Liberia
M.A. Print Journalism & Public Affairs, American University, USA.
LLB. Law, University of Liberia

Current Chairperson

4. **Instructor Euriahs M. Togar**
BA, Mass Communication- University of Liberia
MSc Communication and Information Sciences -Tilburg
University – The Netherlands
Candidate Ph.D. Communication Science – Tilburg
University, The Netherlands

Faculty

1. **Prof. Richmond S. Anderson**
BA (Cum Lauda) 1993/1994
Mass Communication Dept., UL
MA, International Relations
IBB (2003), UL
MS.ED. Candidate (2012)
Educational Administration & Supervision, UL

2. Instructor Albert S. Lloyd

BA –Christian Education

MA – Communication – Daystar University, Kenya

3. Instructor Charles B. Coffey

BA, Mass Communication, University of Liberia

MA, International Relations, IBB/UL

MSED. Graduate School -University of Liberia

4. Instructor Frank B. Sainwola

BA, Communication, UL

Graduate Certificate, University of Missouri,

Columbia, USA-Hubert H. Humphery Fellowship, USA

5. Instructor Senyon W. Kieh

B.A. Mass Communication, University of Liberia

Editor, Varsity Pilot

Administrative Staff

* Nancy Crusoe, BBA, Accountant, University of Liberia

2016, Adm. Secretary

* Henry W. Johnson, BPA, Public Administration, University

of Liberia (2016) Jr. Record officer

***Sydney L. Nicol, Jr.**

BA, Communication, University of Liberia

Station Manager

Courses by Description**Comm 211 – Introduction to Communication**

An entry course that introduces students to communication with focus on contemporary and leading theories of communication and media. The course will prepare students for future encounters with mid- and upper-level courses especially for conducting research in the field of communication and media.

Comm 205 – Introduction to Journalism

A foundation course in journalism that deals with basic techniques of news gathering, analyzing, and writing, fundamental principles of journalism, news values and ethics. Practical writing assignments are given to acquaint students with the major elements of news reporting to improve students' writing skills. Practical sessions with the Varsity Pilot Newspaper and Lux FM radio are required. **Comm. 211 & JOUR 205 are prerequisite courses for 206,208,303, 317, 316 and 309. They cannot be done concurrently with any advanced courses, even if they are scheduled in the same semester.**

JOUR 206 – Radio News Production

This course deals with fundamentals of gathering, writing, and packaging news for the electronic media, specifically radio. Emphasis is placed on broadcast news style, writing, news editing, and the basic principles of news casting, on-the-spot coverage, digital editing and complete news and program packaging or production.

JOUR 208 – Elections Reporting

The course is built on the belief that the purpose of journalism is to serve the community and the purpose of political journalism is to give citizens the information they need to participate in civic affairs. The course covers government and governance, campaigns and candidates, tactics and strategies and policy issues in the public arena. Emphasis is placed on covering, analyzing, and explaining campaigns, policies, and decisions, as well as objectively backgrounding candidates in elections.

JOUR 313 – Digital Journalism

The course introduces students to “backpack-journalism” or what some call mobile-journalism. The course involves several skills such as production, delivery or dissemination, and consumption of news in innovative multimedia digital formats across multiple platforms. Attention is also given to planning and executing live coverage of events (politics, sports, entertainment events, for instance) as they happen anywhere in the world, but accessible through online/social media platforms, and, lastly, leveraging social media for newsgathering and news dissemination.

Comm 321 – Organizational Communication (add to Guide)

The course aims to familiarize students with the dynamics of interpersonal and small group communication within organizations which for the purposes of the course will be defined in its broadest possible sense (from local volunteer organizations to major multinational companies).

JOUR 314 – Media Management

With the media landscape ever changing, leadership in media changes as well. This course introduces media management issues including leadership, management, marketing and budget. Media Management dives into issues such as human resources in a media environment, legal and procedural aspects in traditional and digital media, theoretical aspects to media leadership and content creation, etc.

JOUR 312 – Photojournalism

The course, which will be presented in a multimedia context, will be taught as a hands-on workshop. Instruction will progress from basic camera operation and the news “one shot” to more comprehensive visual storytelling that may incorporate audio, video, or other multimedia components. There will be comprehensive instructions in the use of modern digital cameras and their accessories (telephoto lenses, flashes etc.).

JOUR 316 – Newspaper Production

A production-based course that gives students marketable experience in print media publishing and staff management. This course solely works toward the completion and selling of a large, finished product. Students will learn to produce layouts, photographs, graphic design, digital imaging, and manage the production of both online and offline newspaper.

Comm 317 – Introduction to Public Relations

The course offers a comprehensive but introductory overview of contemporary public relations management, explores the nature and scope of public relations, how PR management works for the modern business, and the benefits of a strong PR strategy. Students learn the public relations processes, how communication forms the heart of all PR activities, and the potential consequences of negative public opinion.

Comm 322 – Corporate Social Responsibility Communication – The course will introduce students to the concept of Corporate Social Responsibility and equip students with the requisite skills and knowledge to help their client organizations effectively communicate their corporate social responsibility initiatives with the goal to persuade relevant stakeholders to favorably perceive and accept the organization’s goodwill to society/community.

Our Mission

- Provide undergraduate degree education in contemporary communication and media studies combined with hands-on professional experience.
- Educate students about the critical role of media in building a democratic and pluralistic society.
- Prepare students for careers in communication, journalism, advanced studies and other professional opportunities in a fast-changing media and technology environment.
- Contribute to knowledge in journalism and communication through research and scholarship as well as creative and professional activity.

Our Vision

Become the topnotch training institute for communication and journalism professionals by transforming into a full school of communication built around excellence and academic integrity.

Our Philosophy

The basis of all learning should be grounded in a search for professional values, the pursuit of wisdom and understanding; and the application of these for the development and advancement of society and the world. We believe the teaching of communication and application of its tenets provides opportunities for the enhancement of unity, peace, stability and development.

Our History

The University of Liberia began as Liberia College which was established in December, 1851 by an Act of the Liberian Legislature. Its first structure was build be monies from the Trustees of Donations for Education in Liberia. The cornerstone for what is now known as Liberia’s highest institution of learning was laid on January 25, 1858. The University opened its walls to its first seven students in 1863. The college’s first President, Joseph Jenkins Roberts was also first President of Liberia. In 1951, Liberia College was transformed to the University of Liberia.

The University of Liberia has eight degree granting Colleges:

Liberia College (College of Social Science and Humanities), the Louis Arthur Grimes School of Law, William V.S. Tubman Teachers College, William R. Tolbert college of Agriculture and Forestry, College of Business and Public Administration, the A.M. Dogliotti College of Medicine, Science College and Engineering College.

The Department of Communication and Media Studies

The Department of Communication and Media Studies (formerly Department of Mass Communication) is an integral part of Liberia College. It was established in 1983 through a bilateral agreement between the Liberian Government and the United Nations Educational, Scientific and Cultural Organization (UNESCO) to train journalists and other media practitioners. In 1984, actual instructions began.

Objectives

The Department seeks to prepare students to assume greater responsibilities in the operation and administration of media institutions and corporate organizations to serve as catalysts for national development.

The four-year program allows students to major in journalism (either print or broadcast) and Public Relations. Students can minor in other academic disciplines at the University of Liberia.

During their tenure at the Department of Mass communication, students are required to write articles for the Varsity Pilot, a weekly publication of the Department and produce programs and news contents for Lux FM 106.6, a student operated radio station.

Working at these media allows students the opportunity to work alongside professional journalists and experience the media world.

SENIOR (PRINT JOURNALISM MAJOR)					
First Semester		Credit hrs.	Second Semester		Credit hrs.
Comm	401	3	Comm	412	3
Comm	411	3	Comm	430	3
Comm	405	3			
English	411	3	AND English	421	3
Or English	412		AND English	422	
Minor		3	Minor		3
Minor		3	Minor		3
Total Credits		15	Total Credits		15

SENIOR (BROADCAST JOURNALISM MAJOR)					
First Semester		Credit hrs.	Second Semester		Credit hrs.
Comm	401	3	Comm	412	3
Comm	411	3	Comm	430	3
English	411	3	AND English	421	3
Or English	412		AND English	422	
Minor		3	Minor		3
Minor		3	Minor		3
Total Credits		15	Total Credits		15

JUNIOR (BROADCAST JOURNALISM MAJOR)					
First Semester		Credit hrs.	Second Semester		Credit hrs.
JOUR	303	3	JOUR	314	3
JOUR	305	3	Comm	322	3
Comm	317	3	JOUR	350	3
JOUR	309	3	Minor		3
Minor		3	JOUR	313	3
Comm	321	3	Comm	308	3
Total Credits		18	Total Credits		18

JUNIOR (PRINT JOURNALISM MAJOR)					
First Semester		Credit hrs.	Second Semester		Credit hrs.
JOUR	303	3	JOUR	304	3
JOUR	307	3	JOUR	350	3
JOUR	309	3	JOUR	316	3
Comm	317	3	Comm	308	3
			JOUR	314	3
Minor		3	Minor		3
Comm	321	3	JOUR	312	3
Total Credits		18	Total Credits		21

Students also have ample opportunities to upgrade, design and upload content to the Department's Website, <http://masscom.ul.edu.lr/>

The department has numerous linkages with other media institutions locally and internationally, including the Press Union of Liberia, the Liberia Media Center, and Journalists for Human Rights (JHR).

Admission Requirements

All students admitted into the Department of Mass Communication must pass the university of Liberia Entrance and Placement Exams. Students admitted must be proficient in written and spoken English and ready to develop and acquire additional skills in communication.

The Department admits students enrolled in foreign universities who desire to transfer if they meet the requirement of a minimum cumulative Grade Point Average (GPA of 2.5 and above).

Send all queries for admission to: masscommdept@ul.edu.lr

Courses

Core courses incorporate local realities with modern and / or contemporary communication theories, print and broadcast journalism, digital/new media journalism, and communication research. Course contents also reflect local contexts and realities.

Our research students have opportunities to conduct research as a part of course requirements, and where necessary, work as research assistants for key projects undertaken by department staff.

Students are required to take up a semester internship at local media institutions of their choosing in Liberia. Students employed with media institutions are required to explore internship opportunities at institutions other than where they work or take up new roles the employment institution. This provides opportunities for hands on practical training in a real work environment, but more importantly presents students with opportunities for employment based on good performance.

The Department is also reactivating the diploma and certificate program in Journalism and Public Relations. The program, which is named “*The Joe W. Mulbah Memorial Center for Journalism and Public Relations*” is intended to build the capacities of practicing journalism and PRO’s who are desirous of capping their careers with a university backed credential but are unable to enroll in the degree program for varying reasons.

Students are required to complete 134 credit hours to qualify for graduation. Of this number of credits. A total of 116 should be in the major area and 18 credits in the minor.

Required Courses by Numbers

Freshman Courses

All freshman and sophomore students are required to take Core College courses prescribed by the college as follows:

FRESHMAN COURSES

First Semester		Credit hrs.	Second Semester		Credit hrs.
English	101	- 3	English	- 102 -	3
French	101	- 3	French	- 102 -	3
Geography	101	- 3	Math	- 104 -	3
Physical Sc.	101	- 3	Physical Sc.	- 102 -	3
Math	101	- 3	Social Sc.	- 102 -	3
Physical Ed.	101	- 1	Physical Ed.	102	1
ROTC -	101	- .5	ROTC 200 series		.5
ULSL		- 1			
Total credits		17.5	Total credits		16.5

SOPHOMORE COURSE

First Semester		Credit hrs.	Second Semester		Credit hrs.
Comm	211	3	JOUR	206	3
JOUR	205	3	English	202	3
English	201	3	French	202	3
French	201	3	Philosophy		3
Geography	202or	3	307or		
History	201		Philosophy	403	
			Social Sc.	201	3
			JOUR	208	3
Philosophy	300	3	ROTC 202 series		.5
ROTC	201	.5			
Total Credits		18.5	Total Credits		18.5