

MASS COMMUNICATION DEPARTMENT

The Fatima College started communication oriented courses since its inception, under the umbrella term Development Communication, for both certificate and diploma levels. The first batch of students graduated in 2007 after successfully going through their courses and the phenomena of Mass Communication which has become a veritable academic discipline in many Universities and Centers of learning, the above Institution has decided to commence the B.A. degree programme for Mass Communication in 2008/2009 academic year.

The main aim here is to introduce students to the B.A. Academic programme and expose them to mass media study and research.

Objectives of the B.A. Mass Communication Programme.

- To prepare students to be able to recognize and analyze the mass problems in their localities and effectively design media strategies that will provide solution to these problems.
- To enable student use media to present plan of action that can meet the expectations of their local people.
- To help the students study and understands role of mass media in a liberal democracy.
- To enable the learner writes, delivers and directs media programmes for the benefit of their locality.
- To enable learner to be well grounded in the science of communication and possess the capacity to develop the human, social, and technological modes of communication, for the benefit of their local community.

Admission Requirement

5 subjects of WASSCE including English Language with minimum of grade C. These subjects must have a strong background of social science.

A HTC or its equivalent with at least a division two, including the required subjects at WASSCE or O levels can be an added advantage.

Course duration

The B.A. degree in Mass Communication Programme is full time, lasting a minimum of 6 and maximum of 8 semesters.

Diploma in Mass Communication

Aims of the Diploma Programme

To combine both theory and practice of Development Communication in order to help those working in the media to promote development and to underscore the importance of social communication in the decision-making processes of communities.

Entry requirement for the Certificate course

The applicant should have credits at GCE O level or equivalent in three subjects and holders of other relevant documents pertaining to the course.

Entry requirement for the diploma course

The entry requirements for applicants of this course are four GCE O levels / WASSCE or Higher Teachers Certificate (HTC) or a certificate from a recognized institution in order to be accepted in the diploma course.

Those who have been involved in Development Communication for some time might be considered to pursue courses in this department.

Areas of specification

- Print media
 - Desktop publishing
 - Photography
 - Investigative journalism
 - Magazine design and editing
 - On-line journalism
- Electronic media
 - Videography
 - Sound recording techniques
 - T.V. Production
 - Radio Production
 - Performance
- Community/Alternative media
 - Community radio
 - Development communication
 - Pastoral Communication
- Public Relations and advertising
- Media Management

