

MASS COMMUNICATION

TVET CDACC UNIT CODE: ME/CU/BJ/CR/13/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Demonstrate Understanding of Mass Communication

Duration of Unit: 130 hours

Unit Description

This unit specifies the competencies required to demonstrate understanding of mass communication. It involves determine structures of mass communication, channels of mass communication, forms and context of communication and adjuncts of the mass media.

Summary of Learning Outcomes

	Elements	Duration (Hrs)
1	Determine structures of mass communication	26
2	Determine channels of mass communication	46
3	Determine forms and context of communication	39
4	Determine adjuncts of the mass media.	19
	TOTAL	130

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Determine structures of mass communication	1.1. Meaning of mass communication 1.2. Level of communication 1.3. The nature of mass communication 1.4. Function of mass communication 1.5. History of mass communication 1.6. Development of mass communication in Kenya 1.7. Impact of mass communication	• Observation • Written tests • Assignments • Supervised exercises

2. Determine channels of mass communication	2.1 The development electronic media 2.2 Factors influencing the development of electronic media 2.3 The future of electronic media	• Observation • Written tests • Assignments • Supervised exercises
3. Determine forms and context of communication	3.1 Print media 3.2 Electronic media 3.3 Factors influencing the development of print media 3.4 Types of print media 3.5 Uses of print media the nature of print media 3.6 The development of the internet 3.7 The future of electronic media 3.8 Uses of internet in media	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Determine adjuncts of the mass media	4.1 Mass media supporting industries 4.2 The relationship between mass media and the marketing, advertising and public relations 4.3 The impacting of marketing, advertising and public relations on the mass media 4.4 Emerging trends and issues	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Methods of Instruction

- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources

- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers

- TFT screens
- Drone cameras
- Recorders