



**PAN-ATLANTIC  
UNIVERSITY**

# **DOCTORATE | Ph.D** in Media and Communication



SCHOOL OF MEDIA AND COMMUNICATION

# DOCTORATE

in Media and Communication

The School of Media and Communication (SMC), established by order of University Senate and the Governing Council of the Pan-Atlantic University, has run academic programmes, accredited by the National Universities Commission (NUC), beginning with the Masters in Media and Communication, since 2008.

At the start of the present doctoral Programme, SMC also has accredited postgraduate diploma programmes in Community Relations, Digital Media, and Multimedia Journalism.

The present document outlines the structure, operational format, requirements and course regimen of the doctoral programme.



## RATIONALE FOR THE PROGRAMME

The SMC Doctorate in Media and Communication aims

- (i) to support the National Universities Commission and its stated agenda of producing an adequate number of doctorate degree holders to staff the faculties of the growing number of licensed universities, many of which take off with mass communication and communication-related studies in the Social Sciences, Humanities, Arts, Management or Administration;
- (ii) to strengthen our institutional base as a School and University committed to providing a holistic, purpose-driven education that will cater to the developmental needs and aspirations of Nigeria and the African continent;
- (iii) to institute and nurture a robust culture of research consonant with the highest professional competence, ethical conduct and academic excellence in the disciplines of communication and media;
- (iv) to contribute more fully to the cultural and creative industries through the dialectical process of interfacing conceptual / theoretical knowledge with practical experience where academic and industry-focused approaches to learning converge.



## QUALITY ASSURANCE AND INTERNATIONAL PARTNERSHIPS FOR THE PROGRAMME

To ensure the highest international quality standards, we are in partnership with several institutions among the most notable of which are following:

a) The University of Westminster which was founded in 1838, began life as the first polytechnic in the UK. Capitalizing on its foundational strengths, it has built a considerable reputation as a practice-oriented public university, and a cutting edge institution in media and communication, especially in multimedia.

Some SMC faculty have indeed earned doctorate degrees from Westminster.



b) The University of Navarra has a long standing and existing relationship with the Pan-Atlantic University. Since the earliest days of the founding of the Lagos Business School, through its world famous school, the IESE, University of Navarra has assisted the development of the PAU. The Faculty of Communications at Navarra has had a hand in the training and development of SMC faculty, and the development of our programmes since 2006.

Our decision to start the PhD in Media and Communication is founded on the availability of the requisite number and quality of scholars, professionals and modern facilities for the running of the programme. This includes professors, PhDs (with over 10 years post-doctoral experience and international exposure), an adequately stocked library (both physical and virtual), increasing research papers in reputable publications and conference hosting and participation in Nigeria, Africa, and worldwide.

To encourage a virile research culture, SMC is also home to very notable centres such as the SMC Nollywood Studies Centre, the Centre for Market and Social Research, and the Centre for Leadership in Journalism (CLeJ). We are also host to high level national and international conferences, workshops, colloquiums and forums.

We are accepted and recognized by international and national professional bodies as a centre of visible and verifiable excellence in media and communication studies and practice. Our past and present collaborations with, and sponsorships by Samsung, the DFID, British Council, Coca-Cola, MTN, Chevron Nigeria Limited, National Resource Governance Institute UK, Mobil Nigeria Limited, Troyka group, among others, attest to this standing.

SMC has become the leading and most preferred training institution for post-graduate studies in media and communication within Nigeria, with internationally acclaimed programmes, quality, standards, processes, systems, faculty and curricula.

## OUR FACULTY

Our greatest strength which we bring to bear on the PhD programme in Media and Communication is the knowledge and skill-sets available in such areas as Digital and New Media, Creativity and Innovation, Leadership and Entrepreneurship, Cultural studies, and of course, Ethics.

The SMC boasts of such notable faculty members as:

Emeritus Professor Albert Alos (first Vice-Chancellor of PAU), Professor Manuel Elegido (current Vice-Chancellor), Professor Emevwo Biakolo (Director of the PhD programme), Professor James Tsaaior, Dr. Josef Bel-Molokwu (former Executive Secretary of APCON), Dr. Ifeoma Amobi (part time), Dr. Isah Momoh, Dr. Austin Nweze, Dr. Silk Ugwu-Ogbu, Dr. Pius Onobhayedo, Dr. Ike Obiaya (Current Dean of SMC), Dr. Phil Osagie and Dr. Ngozi Okpara.

We also count on a galaxy of visiting faculty members drawn from other leading universities in Nigeria, Africa and worldwide, especially Africans in the Diaspora, such as Profs Onookome Okome (University of Alberta, Canada), Dr. Hyginus Ekwuazi (University of Ibadan), Dr. Oloruntoba Sunday (University of Lagos), Dr. Doyin Abiola, Prof Jonathan Haynes (Long Island University), Prof Amiso George (Texas Christian University) and Prof Tony Adah (State University of Minnesota).

## PROGRAMME STRUCTURE

The SMC PhD in Media and Communication is a structured programme consisting (consecutively) of two semesters of course work, one half-semester (maximum) of overseas study visit, one semester of field work, and two semesters of thesis writing.

All candidates are admitted directly to the PhD course work. Progression in the programme depends on performance in the course work. For purposes of progression, the minimum pass mark for PhD level courses is 50%. Accordingly, at the end of the first year, there will be three categories of students viz:

1. Those that score CGPA of 50% and above: these will proceed with their PhD thesis proposal provided that they have also passed all compulsory courses with a minimum mark of 50%, and satisfied all other requirements

2. Those that score a CGPA of 50% and above, but have failed to score 50% or above in any compulsory course. Such candidates will repeat such courses before proceeding to the next stage.
3. Those that score less than 50% CGPA . Candidates in this group will be asked to withdraw from the programme.

All other regulations affecting the programme remain in force.

To reiterate: the programme is a Doctor of Philosophy in Media and Communication (with specialization in particular areas/sub areas of interest.) Students in the programme will all start with approximately the same courses during the first part of the course work. Variations are permissible in the second semester.



## ADMISSION REQUIREMENTS/QUALIFICATION

1. MSc. Media and Communication of the School of Media and Communication or Mass Communication and related fields from other universities, with a minimum CGPA of 3.5 or above out of 5 or 3 out of 4.
2. Other Masters degrees (such as MBA, M.Ed., or MSc in communication-related arts/humanities, social or physical sciences with a GPA of 4 out of 5 or 3 out of 4 may be considered. Such candidates will be required to audit all relevant compulsory courses at the MSc level.
3. MPhil with a 60% GPA (for those with an MPhil degree in a communication discipline from other institutions)
4. A satisfactory research proposal

### Admission from Mphil level courses:

Students with MPhil degrees that have had no prior media and communication education will be required to take additional 18 credit units of compulsory media and communication courses to broaden their understanding of the discipline of media and communication.

The courses to be taken will be determined by the Faculty Board on the recommendation of the PhD Committee or the PhD Director acting on its behalf.



## COURSE DESCRIPTION

### 1. **COM 900: Thesis (compulsory) 6 Units**

### 2. **COM 901: Thesis Writing and Advanced Language Use (Compulsory) 2 Units**

This is a practical course that teaches students skills in writing academic proposals at the doctoral level. It teaches techniques and principles of scholarly writing; provides tips on writing research papers for international publications.

The course explores the different style manuals, Chicago Style Manual, the MLA with particular emphasis on APA. Students are also guided to write for various academic journals, and on the rigours of editorial work for academic publications.

The course instills the discipline of proper structure and presentations of academic papers. Students use this course to improve their proposals and their scholarly language use. Topics and skill sets to be explored include advanced use of scholarly language, use of research resources such as libraries, archives, museums, databases, etc; practical details and techniques of conducting interviews, using secondary and primary sources, the structuring and development of proposal writing, organization and management of thesis writing.

### 3. **COM 902: Human Communication (Compulsory)**

This course introduces the most relevant and up to date research in the field of human communication.

The strengths and weaknesses of several theoretical, methodological and empirical models as they relate to human communication and information are examined in a seminar format. The overarching purpose is to see how these models, theories and observations from the various fields of media and communication provide an integral view of human communication.

The course deepens aspects of what has been learnt in COM 905: Philosophy of Communication, and other courses.

### 4. **COM 903: Comparative Theories of Media and Communication. (Compulsory) 3 Units**

This course consists of a survey of Media and Communication theories and theorists, on a comparative basis. It contrasts them to engender a good grasp of the development and dynamics of theory and theorizing.

It therefore coalesces into a bibliography of media and communication with a palpable projection from the past to the future. It attempts to make students build a futuristic perspective into media and communication and general communication theories; especially the unfolding field of the new and digital media.

Its aim is to stimulate students, at this level, to think of their future roles in, and contributions to media and communication research and theories.

### **5. COM 904: Media and Communication institutions as Social Institutions: (Compulsory) 3 Units**

This course first seeks to get students to define, describe, illustrate and appreciate social institutions in contemporary societies. It then proceeds to enhance students' appreciation of the growth and role of the media and communication institutions as social institutions and the factors engendering these. It ends with an exercise that enables students to generate recommendations on how the media can best perform as social institutions in the current and unfolding future societal scenarios, given the mercurial shifts of media effects theories.

### **6. COM 905A: Advanced Qualitative Research Methodology (Compulsory) 2 Units**

This course seeks to strengthen the research skills of students beyond the quantitative research techniques largely used at the Bachelor's and Master's degree studies.

After an initial review of the Basic Research Methods, it focuses on historiography, Content analysis, Analytic induction, Archival research, Case study, Longitudinal study, Focus group, Ethnography, Life history, Morphological analysis, Participant observation, Textual analysis, Semi-structured interview, Structured interview, Unstructured interview, and other qualitative research techniques in media and communication, the social sciences and the humanities generally and explains why and how they are also accepted as scientific research methods.

It also uses studies of cases where these historical and legal research techniques and methods have been applied with great success and ends with research exercises by students, in syndicates and individually.

### **7. COM 905B: Advanced Quantitative Research Methodology in Media and Communication: (Compulsory) 2 Units**

This course seeks to strengthen the research skills of students beyond the quantitative research techniques largely used at the Bachelor's and Master's degree studies. After an initial review of the Basic Research Methods, it focuses on core Statistical–quantitative methods such as survey, FGD, Experiments, Case Study, Cluster analysis, Correlation and association, Multivariate statistics, Regression analysis, Structural equation modelling.

### **8. COM 906: Topical Seminar: Issues in Communication. (Compulsory) 3 Units**

This seminar enables students and faculty to identify, appreciate and appraise emerging, topical and recurrent issues in the communication and mass media landscape such that students and faculty can pre-dispose themselves to research projects and publishable writings in the broad communication horizon and their chosen areas of special interests; individually and/or collaboratively. For many a student, this would broaden their understanding of the fields of media and communication to include various forms of narratives/literature, publishing, graphics, scientific communication, telecommunication, transport, etc.

## COURSE DESCRIPTION

It will also expose them to the pervasiveness of human and mass communication. Students write and present two publishable papers in two intensive seminars separated by two months.

### **9. COM 907: Philosophy of Media and Communication (Compulsory) 3 Units**

This course surveys the philosophical underpinnings of media and communication, globally and across the regions. It enables students explore the foundational principles of the various forms/styles and schools of the media and communication universally and in the different parts of the world.

It inevitably entails a detailed review of the various philosophies, whose postulations have coloured and determined human and mass communication and now new media practice orientations, professionalism and training/education throughout human history. Ultimately it empowers doctoral students of media and communication to understand and choose preferred media practice and systems and propagate them as they see fit.

### **10. COM 908: Comparative Studies in National Communication Systems. (Elective) 3 Units**

Building on the back ground of Media and Society, National Communication Systems, and International Communication, this course extends the framework developed from the earlier levels of studies of the traditional normative theories of Mass communication

to elevate an understanding of why different nations/societies have different/varying communication systems. In generating a comparison of the various national communication systems, it enables an analysis of the effect of media and communication and the different media practice/systems on the society as well as overall societal/national development.

The course seeks to empower students to knowledgeably choose suitable media systems for their various nations and so play a key role in Media Policies formulation for the various nations and societies.

### **11. COM 909: International Communication. (Elective) 3 Units**

The aim of this course is to expose students to, and heighten their awareness of the practice, problems and vagaries of, International Communication, especially in this age of globalization and in the face of the emerging new media. It has traditionally focused on the hegemonic effects of international communications and the reduction as well as reductionism of the international media space.

It calls attention to the growing media monopolies and the oligopolistic contradictions of a uni-polar world brandishing democracy and competition while advancing the frontiers and depth of capitalism. In Africa and the developing nations, it is taught to call attention to the diminishing space for and role of Africa, Asia and Latin America in the emerging comity of nations and world affairs.

## COURSE DESCRIPTION

### **12. COM 910: International Broadcasting and World Affairs. (Elective) 3 Units**

This course takes cognizance of the primary position of broadcasting in the international communication arena, especially with the increasing use and number of very powerful satellites around the globe.

The rise and ascendancy of DTH satellite TVs like the CNN, Pay TVs like the DSTV coupled with the strong and growing performance of traditional international broadcasters like the BBC, VOA Radio France International (RFI), Radio DeutscheWelle, etc and their TV counterparts especially Reuters TV, CBN, APTV, etc and their effects on the promotion of one world view is the focus of this course.

Students would undertake a comparative study and analysis the broad media categories used in international communication in terms of their relative strengths, performance and potentials. They would also cross compare international and local broadcasting with a view to correctly prescribing paths for collaborations or cooperation.

### **13. COM 911: Language course (French or Spanish; or an African language other than first language of the candidate). (Required) 2 Units**

Students must demonstrate proficiency in a language other than English and their first language. Production of a proficiency certificate from a recognized institution equivalent to a semester of study may suffice.

### **14. COM 912: International Exchange/Experience period with University of West Minister, Navarra or another university in a foreign country (Compulsory)**

This is to strengthen students for significant research orientation and research work exercises necessary to turn out outstanding scholars and researchers. This period represents a determined period of industry/academic internship and will include international visits to the UK, Spain, the US, Canada, Australia/New Zealand, other parts of Africa, etc.

### **15. COM 913: One international publication and two local publications during the programme (compulsory for all post-MPhil candidates) 4 Units**

## Total Programme Requirements

- i) Minimum number of Earned Credit Hours for graduation: 30 CREDITS
- ii) Minimum No. of years for graduation: THREE
- iii) Residency requirement for graduation: HALF SEMESTER (maximum) ABROAD
- iv) Submission of a thesis
- v) Other requirements:
  - a) Three Publications, one of which must be in an international journal;
  - b) Foreign language proficiency

# About the School of Media and Communication (SMC)

The School of Media and Communication has evolved directly from the Centre for Media and Communication (CMC). The CMC was instituted in 2006 by the Pan-Atlantic University Council in recognition of the critical role of this sector in shaping societal values and cultural life. No less important, the contribution of the creative industries to economic growth and the GDP is gaining recognition as well. Specifically, the establishment of the School of Media and Communication is informed by the aspiration to train professionals in this area of culture who will uphold the highest intellectual, ethical and professional values that promote creativity, critical knowledge, technical perfection, social responsibility, and the spirit of enterprise.

The School's programmes will prepare students for careers in the creative industries, in business generally, and in various public and private domains.

## **Mission**

The primary goal of the School of Media and Communication is the formation of media and communication professionals, to enable them pursue their calling to the service of human cultures with a sense of creativity, skill, knowledge and values.

We wish to contribute through our expertise to the professional excellence of the creative industries in our country and the continent of Africa.

## **Vision**

The vision of the School is to be internationally recognized as a prestigious institution offering high quality education in communication and media; to be a reference point for research in Africa; and to be a leading centre of learning globally. It is expected that the level and high standard of the School will influence positively all other faculties of its nature across the country and the African continent.

## **Structure**

Programmes at the SMC are broadly divided into two parts:

### **(a) Academic Programmes**

The school offers a full compliment of degree programmes, namely :

- Full time undergraduate programmes (BSc) in Mass Communication and Information Science and Media Studies.
- Post Graduate Diploma (PGD) in 3 streams (Design and Digital Media, Journalism and Community Relations)
- Full/Part time masters programme (MSc) in Media and Communication
- PhD in Media and Communication

### **(b) Professional Programmes**

Professional programmes exist in three forms, namely, certificate courses, seminars and workshops. In-house programmes tailored to suit organizational needs are also available.

## Facilities

Located at Ibeju Lekki, along the Lekki-Epe expressway, Ibeju-Lekki, Lagos, learning is conducted in classrooms equipped with multimedia and internet facilities, which enable students and faculty to access library and other learning resources world wide.

Our TV and radio studios are equipped with the latest equipment which serves as a teaching facility for students to learn the art of TV broadcasting and production, radio production, editing, presentation and related areas. The hardware and software configurations are intended for professionals who seek to leverage their existing skills to match global standards.

A Nollywood Study Centre provides online archive video materials for research in film studies. The centre is a hub for anyone seeking information on video/film industry in Nigeria. The centre regularly hosts a forum for exchange of ideas between the academia and practitioners.

The library has a wide collection of electronic books, periodicals and reports, through EBSCO. The library also stocks some hardcopy material. Other material maybe made available on request.

The School is also equipped with a computer laboratory, fully equipped with a variety of software and multimedia facilities available for teaching and students' use.



# About PAN-ATLANTIC UNIVERSITY

The Pan-Atlantic University, previously Pan-African University, was licensed as a private university by the Federal Government of Nigeria on the 12th of February, 2002. The University is owned by the Pan-Atlantic University Foundation (PAUF), a not-for-profit Nigerian foundation registered under the Company and Allied Matter Decree of 1990. The Foundation is managed by its registered trustees. From February 2002, the Lagos Business School, LBS, became the first school of the Pan-Atlantic University, but it had already been in existence since 1991. The LBS was followed in July 2008 by the School of Media and Communication. The Centre for Enterprise Development Services is the third training unit of the University.

The fundamental inspiration of the Pan-Atlantic University is provided by the Christian vision of man, society and economic activity. And the University's mission statement is: "to form competent and committed professionals and encourage them to serve with personal initiative and social responsibility the community in which they work, thereby helping to build a better society in Nigeria and Africa at large."

This statement encapsulates the purpose of the University.

Pan-Atlantic University contributes to national development by providing academic programmes that are relevant to the needs of the country.

The word 'university' implies a universal mentality: openness to other persons, ideas, areas of knowledge, cultures far and near, without discrimination, and this is what the PAU strives to put into practice. The University is open to all people regardless of their nationality, race, sex, religion or ethnic group.

The objective of education in our University is the well rounded formation of the human person, and curricular activities are part of a wider all round formation which is provided in the University. For this reason, courses in the humanities form an important and considerable component of every programme. The PAU also seeks, by the deliberate design of its programmes, to inculcate and groom the entrepreneurial spirit of its students and participants. It also has the aim of nurturing individuals who are professionally competent, creative and enterprising, zealous for the common good and able to make free and morally upright decisions and who thus act as positive agents of change in service to society.

The University is also a place that fosters and stimulates study and a permanent search for truth. This involves the labour of intelligence, intellectual honesty and the desire to learn, combined with the desire to continually overcome one's limits. In addition, university studies require a cultivation of one's own personality and the development of the habits necessary for professional and social life. This is an aspect that is promoted in the PAU.



## UNIVERSITY CAMPUSES

Pan-Atlantic University currently operates two campuses

– one at Ibeju-Lekki (located at km 52, Lekki-Epe Expressway, Ibeju-Lekki) and another at Ajah (located at Km 22, Lekki-Epe Expressway, Ajah)

### Main Campus

The main campus of the University occupies a 100 hectare land area located in Ibeju-Lekki. It has been conceived as a campus with flexible and adaptable buildings and spaces designed to give a sense of unity and completeness.

In this campus are the offices of the University administration, the School of Media and Communication, the School of Business Administration, the Information Systems Academy and the Institute of Humanities; an academic service unit of the University.

### Lekki Campus

This campus which has an area of 10 hectares is located at Km 22, Lekki-Epe Expressway, Ajah, Lagos. In this beautiful and serene campus is the Lagos Business School housed in a two storey (three-floor), three-building complex. Also on this site is the two-storey building, which is home to the Enterprise Development Centre.





# DOCTORATE in Media and Communication (Ph.D)

*Take the  
challenge!*



**SCHOOL OF  
MEDIA AND  
COMMUNICATION**  
**PAN-ATLANTIC UNIVERSITY**

FURTHER INFORMATION:

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