

**TECHNICAL REPORT ON STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME
(SIWES)**

SIWES REPORT

UNDERTAKEN AT

**KWARA STATE BROADCASTING CORPORATION 99.1 FM (RADIO KWARA,
ILORIN)**

NO 2, BROADCASTING HOUSE, POLICE ROAD, G.R.A ILORIN, KWARA STATE

BY

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SUBMITTED TO:

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COMMUNICATION**

DEDICATION

This report is dedicated to Almighty God for seeing me through, I also dedicate it to my Parents; who stood by my side during the thick and thin of my SIWES journey.

ACKNOWLEDGEMENT

First and foremost, my special appreciation goes to my Parents for their love and care. I applaud them for making me fall in love with education and for shaping my life positively so as to become the best version of myself.

My gratitude is incomplete without acknowledging my maternal family for their support and contribution to my onward progress in life.

I also commend the efforts of the Director of News and Current Affairs (DNCA), Alhaja Kuburah Mashood Mahmoud and my Supervisor Mrs Aminah Adediji-Soladoye for their intellectual contributions and supports during my training (S.I.W.E.S).

A big thank you to my colleagues from different institutions, that we spent the SIWES days together, you've indeed contributed your quota to enrich my knowledge in journalism.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction to SIWES

The Student Industrial work Experience Scheme {SIWES} exposes students to industry based skills necessary for a smooth transition from the classroom to the world of work. It affords students of tertiary institution the opportunity of being familiarized and exposed to the needed experience in handling machines and equipment which are usually not available in the educational institutions and seeing firsthand the practical experience of some theoretical knowledge gained in the course of study.

Participation in SIWES has become a necessary pre-condition for the award of Diploma and Degree certificates in specific disciplines in most institution of higher learning in the country, in accordance with the education policy of the government.

1.2 Background

The Student Industrial Work-Experience Scheme (SIWES) is a planned and supervised training intervention based on stated and specific learning and career objectives, geared towards developing the occupational competencies of the participants.

It is a program required to be undertaken by all students of tertiary institutions in Nigeria pursuing courses in “specialized engineering, technical, business, applied sciences and applied arts and Mass Communication”.

The Federal Government on 8th October 1971 established and introduced the Industrial Training Fund (ITF) to acquaint the students on the industrial work method. The SIWES which is a

subsidiary formed in 1973 was initiated to improve the students' technical abilities to expose them to industrial culture thereby getting the acquainted with the role to play towards the technological advancement of the nation.

It creates an avenue on environment in which the students are exposed to areas of their various disciplines to enhance their mental and creative minds in the aspects of Practical.

It is therefore a practical aspect of the academic work, which students may not have opportunity to carry out throughout their stay in the higher institutions.

1.3 Importance and Objectives of SIWES

The Students Industrial Work Experience Scheme (SIWES) is the accepted skills training programmes, which forms part of the approved Minimum Academic Standards in the various degree programmes for all the Nigerian universities.

It is an effort to bridge the gap existing between theory and practice of engineering and technology, science, agriculture, medial, management and other professional educational and Mass Communications programmes in the Nigerian tertiary institutions.

It is aimed at exposing students to machines and equipment, professional work methods and ways of safe-guarding the work areas and workers in industries and other organizations.

1.4 Objectives of SIWES

Specifically, the objectives of the student's industrial work experience scheme are to

- 1) Prepare students for the work situation they are likely to meet after graduation.
- 2) Provide an avenue for students in the Nigerian Universities and Polytechnics to acquire industrial skills and experience in their course of study.

- 3) Make the transition from the Polytechnic and university to the world of work easier, and thus enhance students' contacts for later job placements.
- 4) Enlist and strengthen employers' involvement in the entire educational process of preparing graduates for employment in industry.
- 5) Provide students with an opportunity to apply their theoretical knowledge in real work situation, thereby bridging the gap between Polytechnic and university work and actual practices; and Expose students to work methods and techniques in handling equipment and machinery that may not be available in the institutions.

1.5 Importance Of SIWES

- 1) It provides students with an opportunity to apply their theoretical knowledge in real life situations.
- 2) It exposes students to more practical work methods and techniques.
- 3) It strengthens links between the employers, Polytechnic and universities and industrial training fund (ITF).
- 4) It also prepares the students for the labor market after graduation.

CHAPTER TWO

DESCRIPTION OF THE ORGANIZATION

2.1 LOCATION AND BRIEF HISTORY

Kwara State Broadcasting Corporation is the corporate name of the station and Radio Kwara Ilorin, remains the Station's Identity. Radio Kwara, Ilorin, is one of the public-owned broadcast media in the country.

The Station broadcasts on Medium Wave Meter Band, popularly known as Frequency Modulation (FM) Meter Band. It also echoes to the public on Ninety-nine- Point-One Midland FM station. The Broadcasting House and Corporate Headquarters of the station is located at Number Two, Police Road, GRA, Ilorin.

COVERAGE CAPACITY

Radio Kwara, Midland FM station covers more than twenty-three states and remains the most heard broadcast station in the entire North-Central region of the country.

INDEPTH

Radio Kwara, Ilorin operates within the confines of the operational guidelines and ethical regulations as entrenched by relevant monitoring and supervising agencies.

The station hinges its services on protecting and projecting indigenous values. It serves as a link between the government and the governed through effective tracking of the performances of government towards addressing the aspirations of the masses.

Similarly, the station performs other relevant social responsibility services, like promoting good governance and equitable distribution of dividends of democracy. Above all, Radio Kwara

encourages inter-cultural, inter-religious and exchange of useful ideas to accelerate socio – economic lives of the people.

However, the station is always mindful of ownership and control, without compromising its social responsibility to its numerous audiences.

CORE VALUES OF THE STATION

RADIO ACRONYM CONNOTES THE FOLLOWING AS CORE VALUES

R: Responsive to Dynamic Environment

A: Adaptive to New Environment

D: Diligence to Work

I: Integrity and Innovation

O: Outstanding Performance

K: Knowledge of the Job

W: Wealth of Experience

A: Awareness

R: Respect for Individuals

A: Ability

VISION STATEMENT

To be the preferred medium operating in a uniquely professional environment for world class broadcast.

MISSION STATEMENT

“To build a broadcast giant promoting societal values and human development through performance driven innovative and quality services”

Radio Kwara is managed by a team of competent Management structured under the General Manager as the head of the Station. There are (5) Directorates in Radio Kwara with all the Directors responsible to the General Manager.

These Directorates include Director General Administration, Director of Programs, Director News and Current Affairs Department, Director Marketing and Director Engineering Services.

Other departments are the Accounting and Audit Departments.

2.2 OBJECTIVES OF RADIO KWARA

The main objectives of Broadcasting are to inform, educate and entertain. In carrying out these functions, Broadcasting organizations are guided by certain codes, ethics and practice.

These are the dos and don'ts of broadcasting which cover and protect the rights of the audiences. They also take account and cater to the nature, interest and sensibilities of groups, like the women and children.

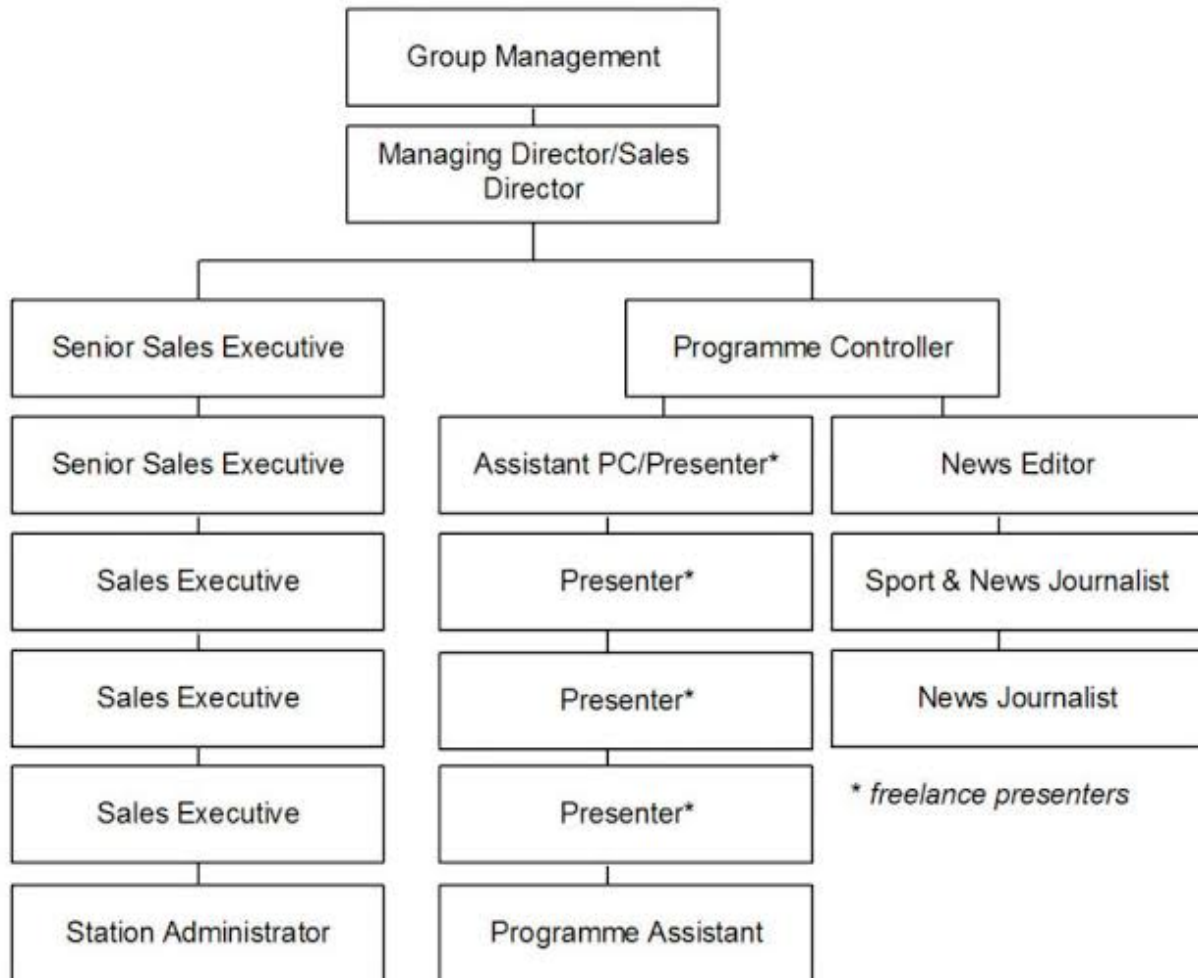
1. Respect the culture, norms, traditions and religions of societies and environments.
2. Ensure peaceful co-existence
3. Information Dissemination to the entire state.

Here in Nigeria, broadcasting is regulated by the National Broadcasting Commission (NBC) which grants licenses to the operators and monitors their output to ensure adherence to professionalism.

There is Broadcasting Organizations of Nigeria (BON), a voluntary association of radio and television stations which came into existence in 1973. The Society of Nigeria Broadcasters (SNB) formed in 1979 caters to the welfare of practitioners, while BON is involved in training and exchange of ideas and programmes and Nigeria Union of Journalists.

BON, in addition, engages in joint coverage of important events like the National Sports Festivals, the 2nd All Africa Games of 1973, first West African Games of 1977 and the 2nd World Black Festival of Arts and Culture, (Festac 77). There is as well FIBAN (the Freelance and Independent Broadcasters Association of Nigeria) formed in 2002 to cater for the welfare of its members.

2.3 ORGANIZATIONAL STRUCTURE OF KWARA STATE BROADCASTING CORPORATION, RADIO KWARA



2.4 DEPARTMENTS AND FUNCTIONS

GENERAL ORGANIZATION OF RADIO KWARA

General Administration

General administration division is the General Manager or station manager, the business manager, the accountants, the secretaries, and other administrative and office staff.

These employees serve various duties such as the payment of wages and salaries, membership fees and subscriptions for industry information, license and other government-imposed fees, taxes, insurance, legal and auditing fees, and contributions to charitable organizations.

In addition, maintenance of the building and of equipment, utilities, office supplies, computers, station automobiles, and other administrative services and supplies are also provided by the general administrative department. It is not surprising, then, that this department consumes one-third of the total operating expenses of a station, although only about 13 percent of the total staff may be in administration.

Marketing Department

The sales department at Radio Kwara responsible for generating the revenue for the station to survive. A general sales manager leads a team that is comprised of a national/regional sales manager, a local sales manager, account executives, and at times, a traffic manager.

In most cases, the national/regional sales manager will be a liaison from an outside organization that wins advertising contracts from regional and national advertisers. The local sales manager, then, is charged with securing advertising accounts with local businesses and organizations.

A staff of account executives helps the local sales manager sell advertising time to local businesses employing solicitation tactics similar to other sales businesses. However, the salespeople of Radio must negotiate advertising sales using a rate card, a definitive list of airtime costs during the various time periods and television programs.

Furthermore, the Radio account executive can also offer to create the advertisement for a client if the client so chooses, in which case the sales department cooperates with the production and programming departments for this venture.

Programming Department

The programming department, in conjunction with the production and news departments, acquires and schedules the product that the audience consumes, which in turn allows the sales department to create revenue, which in turn allows the general administration department to facilitate station operations.

The programming department is responsible for filling the entire broadcast day with programming and is therefore saddled with arguably the most challenging job in Radio. Consequently, this department also works closely with the traffic department in structuring the daily programming schedule.

Programming is second only to general administration in terms of operating expenses. The department, if its station is affiliated with a network, needs almost 25 percent of the total budget of the station to function. However, an independent station may give as much as half of its total operating budget to the acquisition of programmes.

Programming may consist of a programme director, a studio manager, librarian, a ratings researcher, an acquisitions staff, a continuity standards staff for use in locally originated programmes.

The programme director, helped by the acquisitions personnel, may obtain the majority of the programming of a station from syndicators and other programme suppliers. If a station is affiliated with a major Radio network, then programming will have the luxury of choosing how much programming it will schedule from the network. In a larger market, listenership research may be conducted to help the programme director select a programming plan that will attract a substantial audience. Community feedback also aids in planning decisions.

However, all decisions concerning programme acquisition are ultimately controlled by the amount of revenue gained from sales and the resulting budget allotted the programming division.

CHAPTER THREE

3.1 ACTIVITIES DURING THE SIWES PERIOD

When I resumed, I did a properly documentation at the office of the Industry-based S.I.W.E.S Coordinator. After documentation I was posted to the Place of my Primary Assignment, the News and Current Affairs Department.

I was introduced formally to members of the department for integration into the department. I was then briefed on the established rules of engagements at the News and Current Affairs Department after which I met with my in-house trainer(s) to guarantee desired familiarity.

News and Current Affairs Department gathers information on daily basis, writes news, reports news, covers events to be disseminated to the general public at specific times.

The Department handles Current Affairs Programmes to create public awareness. Information passed from the News and Current Affairs Department is well refined, well referenced and also reliable.

The department performs and ensures the core-values of efficient information management and delivery to members of the public.

News and Current Affairs Department, however, has its unique internal structure in performing the identified responsibilities and duties, which are;

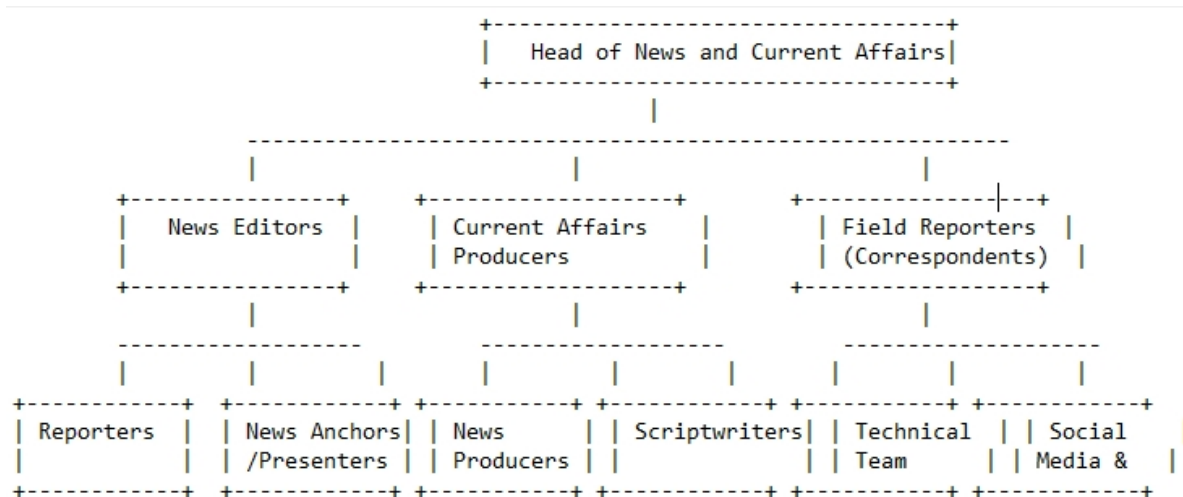
§ Reportorial.

§ Editorial.

§ Current Affairs.

News Room serves as Central Operational points for Reportorial and Editorial engagements, while Current Affairs Unit handles current issues, affairs and activities.

3.2 INTERNAL STRUCTURE OF THE NEWS AND CURRENT AFFAIRS DEPARTMENT



I served and operated all through my SIWES period at the News and Current Affairs Department of Radio Kwara, Midland 99.1 FM, Ilorin. Under the supervision of a Senior Reporter, Mrs Aminah Adediji-Soladoye.

3.3 SKILLS AND KNOWLEDGE ACQUIRED

I acquired practical knowledge on the under listed:

NEWS WRITING STYLE

News Writing has universal way of writing it. In other words, there is a global standard of writing news. It means that the style is adopted by the Journalists around the world. The style are;

1. The Inverted Pyramid
2. 5Ws and H

The style is peculiar to both print and broadcast. It should be noted that the style of broadcast is different from print. Television style is different from radio style. Every medium now adopts in-house style and Editorial policies e.g the in-house style is different from TV to TV, Radio to Radio, Print to Print. Similarly, newspaper in-house style is also different from magazine to magazine and journal to journal. Also, Editorial policies of every media also different 5Ws and H explains what happens, where it happened, why it happened, who it happened to and how it happened. It should be noted that your news item must answer all the 5Ws and H questions.

Additionally, lead should not bear more than one or two of the 5Ws and H. it is an aberration and erroneous for all 5Ws and H to occupy a lead. Interestingly, news Writing is a creative writing, hence it should be learnt through vocation and professionalism, your creativity will appear in your news writing if you have one. In a nutshell to write a very good news item, you have to be brainy, good command of English and intelligence.

LEAD

Lead is the first paragraph of a news story.

Rules guiding lead writing In Broadcast:

1. It must contain the most important
2. It must be short as much as possible
- s3. It must be straight forward
4. Two to three conjunction must be avoided in lead casting
5. The idea of the lead must be properly conveyed

TYPES OF LEAD

1. Issue-based lead
2. Personified lead

ISSUE-BASED LEAD

Issue-based lead is the type of lead that focuses on the issue in the first paragraph. This means that the subject matter takes center stage.

2. Personified lead is the type of lead that links the issue with the speaker

Example of Issue based lead

1. Students of Tertiary institution have been asked to desist from acts capable of impeding their academic pursuit.
2. Personified;

Vice chancellor, Kwara State University, Malete, Professor Muhammed Akanbi has encouraged Students of tertiary institutions to desist from action capable of affecting their future.

It is important to note that news is written from general to specific and every word in a news item will be queried by the duty Editor, which means that the news writer/Reporter must be proficient in the spellings of English words, Sentence constructs, punctuation and other necessary grammar agreements.

ATTRIBUTION;

It reflects where the event has taken place and who is involved as the case may be. It should be emphasized that a news item without an attribution will be grossly inaccurate.

TYPES OF ATTRIBUTION

1. Immediate/Instant Attribution

2. Delayed Attribution

Immediate/ Instant Attribution; is the paragraph that comes immediately after the lead.

Delayed Attribution is the attribution that comes in the third paragraph and above.

Example of Immediate Attribution using the extract of the example of Personified lead.

Vice Chancellor, Kwara State University, Malete, Professor Muhammed Akanbi has encouraged Students of tertiary institutions to desist from action capable of affecting their future.

Professor Akanbi gave the encouragement while addressing a cross section of Students at the University Auditorium of the institution.

He frowned over immorality of some Students and charged them to turn a new leaf to secure a better tomorrow.

Example of Delayed Attribution using the extract of the example of Personified lead.

Vice Chancellor, Kwara State University, Malete, Professor Muhammed Akanbi has encouraged Students of tertiary institutions to desist from action capable of affecting their future.

He frowned over immorality of some Students and charged them to turn a new leaf to secure a better tomorrow.

Professor Akanbi gave the encouragement while addressing a cross section of Students at the University Auditorium of the institution.

SOURCES OF NEWS

1. Press Release is an information materials meant to be broadcast or publish. It will be submitted to broadcast or print media.

TWO TYPES OF PRESS RELEASES

1. **Essay format style press release:** This is a press release not written in news style. It is written with personalized words e.g “We want to use this medium to draw the attention of general public.

The words I, We, You, My, Our and others are directly used in writing such a press release. If such a press release gets to a news room five minutes before broadcast, it cannot be accommodated because the release is not treated and raw, such could be used in subsequent news bulletin.

However, such a press release if important to be used when it gets to the news room five minutes before broadcast the best thing we can do is to flash i.e information reaching us says the General manager, Kwara State Television Authority, Mr. Haliru Idris has been relieved of his appointment, details of this in our subsequent bulletins or Breaking news.

2. Real News Writing Style Format: This is a format written in news style. This means that the press released was written, issued and prepared by a professional journalist/news writer.

In this situation, if such a press release enters the news room five minutes before program such a release can still go in full because the release has been treated from the originator. It should be noted that press release is also referred to as press Statement, news statement, news released and news.

Press release can be issued in two ways;

Through Hard Copy and Softy Copy. It should be emphasized that soft copy is the most preferable i.e it will simplify the work of the duty Editor as their will be no room for typing.

BODIES RESPONSIBLE FOR ISSUANCE OF PRESS RELEASE

1. Government, Non-governmental Organization (NGO)/ Civil Society organization, Religious bodies, Students Unions, Transport Unions, Security Agencies, Tertiary Institutions, Corporate Bodies, Individuals, and Families.
2. Press Conference- is a situation where journalists are invited, addressed and given opportunity to ask questions.
3. Coverage; This is a situation where journalist visit the scene of the event or incidence e.g convocation, Matric, rallies, Government activities, flood, fire disaster, building collapse etc.
4. Beat- Assigning a reporter to cover a particular place or sector e.g Kwara State Government House, is a beat been covered by Radio Kwara correspondent, Abdulasheed Okiki, Kwara State house of assembly, Saheed Abdullahi, Office of the first lady, Aminah Adediji-Soladoye, Police beat, Olayinka Alaya, Judiciary beat Bode Ahmed,

Health beat Maryam Abdulkadir-Yusuf. Other beats Include: Education, Environment, INEC Sport etc.

Beats is also referred to as specialized reporting this is because, writing of beat requires expertise and choice of words, it should be noted that terminologies must be used to write the news.

Anyone covering a beat is perceived to be a specialist in such a beat places him or her as knowledgeable in that area. For instance, a reporter covering health as a beat for more than ten to fifteen years would have deep knowledge than the so called medical Doctors.

5. News Agency of Nigeria: is a parastatal-agency of federal government under federal ministry of information that sells news items for interested media organizations both print and broadcast stations. This agency has reporters across 774 local government of Nigeria saddled with the responsibility of news gathering for onward purchase by interested potential customers.

Any interested customer-media organization is expected to approach the agency with the payment of certain amount to the purse of the agency for subscription. If payment confirmed the customer will be given username and password to login into the portal of NAN for easy access of timely and fresh news across Nigeria, Africa and the world in general

Additionally, subscription to the agency enables it customers to source for news through the agency. Immediately, subscription of the customer elapses that media organization seizes to access fresh news as stall news or outdated news, ranging from news of last week, last month and last year begin to surface. It should be notes that as soon as subscription is renewed, the site-portal of NAN will load and update for new news items. Subscription of a customer that is media organization could monthly, quarterly, weekly or yearly depending on the category available on

the site of NAN. All branches of mass media patronize NAN for example, Radio Kwara has no correspondent at the state house, Abuja but can get news of state house through NAN timely.

6. Monitoring is the process of observing other media houses, whether print or broadcast for the purpose of news gathering. It should be emphasized that no media house can be said to be self-sufficient. This means that a media house can monitor other stations;

- You can monitor a live programme from your own station.
- You can monitor live programme of your station for news gathering.
- You can monitor a live programme of another station
- You can monitor live Broadcast of another station for news gathering
- You can monitor News of another station for news gathering.
- You can monitor newspaper online for news gathering.

On Monitoring, recording could be made to capture all necessary information for news sourcing, such recorded information has to be transcribed. Bulletin is a mini magazine that contains information about a particular organization. It means that bulletin does not have information outside that organization e.g Kwara State University Bulletin, GTB bulletin. Bulletin is produced monthly, quarterly or yearly, it is a source of news when it comes out fresh.

7. Interview: Is the process of engaging in a fact-finding mission, for the purpose of gathering information for news. In this situation, experts on a particular field, Stakeholders and concerned citizens have to be consulted for questioning to extract information. It must be understood that the reporter has an interviewer must book appointment with the interviewee, and such a reporter must be on ground 30 minutes before the time. In other words there are occasions where impromptu interview will be

conducted. In this case as an interview you must be composed and know the appropriate questions to ask, you may not down your questions or ask your questions offhand, in a situation where we have interest groups like Political parties, religious interest groups or tribes you are expected to interview all parties concerned in other not to be labelled biased.

ACTUALITY: This is confirmation statement of the person interview. It could also be called track or insert.

CHOICE OF WORDS IN NEWS WRITING

1. Said, Noted, Stated, Pointed out, Explained, Observed, Elucidated
2. Advised, Urged, Tasked, Asked, Appealed, Charged, Encouraged, Enjoined
3. Emphasized, Stressed, Reaffirmed, Restated, Reiterated, Reechoed
4. Sad, Disheartening, Unhappy, Lamented, Frowned, Express worry, Express sadness, Expressed displeasure
5. Expressed happiness, Expressed appreciation, Commended, Appreciated, Applauded, Praised, Eulogized, Hailed
6. Exceptional words: Warned and Cautioned, Condoled and Commiserated, Dispelled and Debunked, Described, Submerged, Identified

SENTENCE BUILDING IN NEWS WRITING FOR BROADCAST MEDIA

Sentence construction is the bed rock of news Writing. Poorly constructed sentences is tantamount to news poorly written.

CHAPTER FOUR

EXPOSITION TO PODCAST APPLICATIONS

4.0 Introduction

This chapter explains the applications and softwares that are beneficial to the field of journalism and that will enhance the smooth output of the production work.

4.1 Exposed Applications

I didn't limit my scope to only the organization where I was doing my SIWES but also widened my knowledge to gaining indepth knowledge online. I was exposed to series of beneficial softwares and applications that go in line with my field of study. Applications like:

- Inshot
- Benime
- Audio Lab
- Animated Text Intro Maker, among others

1. InShot

Use in Journalism:

InShot is a popular mobile video editing app that allows journalists to quickly edit videos for social media or news stories. It supports features like cutting, trimming, and adding music, transitions, and text overlays to videos.

Advantages in Mass Communication:

- **Ease of Use:** InShot is user-friendly, which makes it accessible even for beginners in journalism. This is especially useful when journalists need to produce quick content for digital platforms.
- **Quick Editing:** With the growing demand for real-time news, InShot helps journalists create polished content quickly for platforms like Instagram, Twitter, TikTok, or even news websites.
- **Multi-Platform Support:** It enables seamless integration with various social media platforms, making it easier for journalists to distribute content across different channels.
- **Engagement:** By allowing for dynamic visuals, audio, and text overlays, InShot helps journalists create engaging content that can capture the attention of a wide audience.

2. Benime

Use in Journalism:

Benime is an animation app that helps create short animated videos or GIFs. It is useful for creating eye-catching visuals or breaking down complex news into digestible animated clips.

Advantages in Mass Communication:

- **Visual Storytelling:** In mass communication, visual content plays a crucial role in conveying messages quickly and effectively. Benime enables journalists to create animated explainers that can simplify complicated news topics or data (like election results, economic trends, etc.).

- **Attention-Grabbing:** Animation tends to stand out in a crowded media environment.

Using animated visuals can attract more viewers and improve engagement, especially on social media platforms.

- **Time-Saving:** For journalists, using Benime allows them to produce animations without needing advanced graphic design skills or expensive software. This is particularly beneficial in a fast-paced news cycle.
- **Versatility:** Benime can be used for a variety of content, such as creating video teasers, social media posts, or intro animations for reports or interviews.

3. AudioLab

Use in Journalism:

AudioLab is an audio editing app that provides tools for recording, editing, and mixing audio. It is particularly useful for journalists who work with podcasts, radio broadcasts, or video voiceovers.

Advantages in Mass Communication:

- **Professional Audio Editing:** AudioLab offers high-quality audio editing tools, which are crucial for journalists who need clear and well-produced sound for radio, podcasts, or video content.
- **Accessibility:** AudioLab allows for easy editing on mobile devices, which means journalists can work on their audio content anywhere—whether they're on the field or at home. This flexibility is vital in today's fast-paced media environment.

- **Time Efficiency:** With features like noise reduction, volume control, and audio splitting, AudioLab helps streamline the editing process, saving time while ensuring professional results.
- **Integration with News Formats:** Audio is an essential part of many modern news formats (e.g., podcasts, radio reports). With AudioLab, journalists can quickly produce, edit, and publish audio content that can complement written articles or video reports.

4. Animated Text Intro Maker

Use in Journalism:

This app allows users to create text-based animations, which can be used to generate captivating intros for videos, advertisements, or social media content.

Advantages in Mass Communication:

- **Dynamic Introductions:** In mass communication, the first few seconds of a video or a post are critical for grabbing the viewer's attention. The Animated Text Intro Maker helps journalists design engaging intros that can immediately hook the audience.
- **Branding and Consistency:** For media organizations, using animated text intros can help establish a consistent visual identity. This can be especially important for news brands looking to build recognition across platforms.
- **User-Friendly:** Like the other apps, the ease of use makes it accessible for journalists without requiring graphic design expertise. Quick creation of professional intros is key when content needs to be produced rapidly.

- **Versatility:** This app is perfect for journalists who need to create intros for news stories, social media videos, interviews, or promotional content. It gives video content a polished, high-quality feel even when the budget or resources are limited

CHAPTER FIVE

SUMMARISATION, RECOMMENDATION AND CONCLUSION

5.1 Summary

The **Student Industrial Work Experience Scheme (SIWES)** is designed to bridge the gap between theoretical knowledge acquired in educational institutions (universities and polytechnics) and practical, hands-on skills necessary in the workforce. The objectives of SIWES, as outlined, are to:

1. **Prepare students for post-graduation work situations** – SIWES equips students with industry-relevant skills that make them better prepared for the workforce after completing their academic studies.
2. **Provide an avenue for acquiring industrial skills and experience** – By being introduced to real-world practices, students are given the opportunity to apply their course knowledge to practical settings, particularly in Nigerian industries. This experience enhances their employability.
3. **Make the transition from academia to the world of work smoother** – Through SIWES, students are exposed to work environments and industry expectations, allowing for a smoother integration into professional careers after graduation.
4. **Engage employers in the educational process** – The scheme fosters a partnership between educational institutions and employers, creating an opportunity for employers to directly participate in shaping the curriculum and providing feedback on the skills students need.

5. **Bridge the gap between theory and practice** – SIWES provides students with a platform to apply theoretical knowledge to real-life situations, gaining hands-on experience that they might not be able to acquire within the confines of academic institutions.

During the period of my industrial training, I was introduced to various tools and technologies within the field of **Journalism**, which included applications such as **InShot**, **Benime**, **AudioLab**, and **Animated Text Intro Maker**. These tools helped me understand how practical applications in media are aligned with what is taught in academic courses. I was also exposed to industry-standard equipment and software, which significantly expanded my knowledge and skills in the field.

5.2 Recommendations

Based on my experience during the SIWES program and in alignment with the objectives stated, the following recommendations are made:

1. **Enhance Collaboration Between Academic Institutions and Industries**

It is recommended that academic institutions continue to strengthen their partnerships with industries to ensure that students gain relevant, real-world experience. More structured internships and training opportunities should be provided for students, particularly in emerging fields like digital journalism, multimedia production, and broadcasting.

2. **Curriculum Review and Adjustment**

Universities and polytechnics should review their curricula periodically to ensure that

they reflect current industry standards and technological advancements. By doing so, students can be equipped with both theoretical knowledge and practical skills that are highly demanded by employers.

3. **Provision of Updated Equipment and Software**

Educational institutions should collaborate with industries to provide students access to modern equipment, software, and technologies. For instance, tools like **InShot**, **Benime**, and **AudioLab** are essential in today's journalism practice but may not be readily available in some academic environments. Providing these resources will help students be industry-ready upon graduation.

4. **Focus on Soft Skills Development**

While technical skills are vital, soft skills like communication, teamwork, and time management are equally important in the professional world. More emphasis should be placed on training students in these areas during industrial training programs, as they significantly enhance job performance and interpersonal relations in the workplace.

5. **Regular Feedback from Employers**

Feedback from employers is essential for improving the SIWES program. Educational institutions should implement systems where employers can regularly provide feedback on the performance and readiness of students, ensuring the program continues to meet industry needs and expectations.

6. **Introduce Industry Experts as Guest Lecturers**

Universities and polytechnics should invite industry professionals as guest lecturers or instructors to bridge the gap between academic learning and professional work. These

experts can provide valuable insights into current trends, challenges, and future opportunities in various industries.

5.3 Conclusion

In conclusion, the **SIWES program** is a valuable initiative that plays a crucial role in preparing students for successful careers after graduation. Through hands-on industrial experience, students are able to apply theoretical knowledge, gain industry-specific skills, and prepare for the demands of the workforce. In my case, the journalism tools and software I was introduced to during the industrial training greatly enhanced my understanding of how mass communication works in the real world, particularly in digital media.

The objectives of the program—such as easing the transition from school to the workplace, strengthening employer involvement, and providing practical experience—are being achieved. However, there is still room for improvement in areas like the provision of updated equipment, curriculum alignment with industry standards, and enhancing students' soft skills. These improvements can ensure that the program continues to meet the evolving demands of the workforce and better prepares future graduates for successful careers.

Ultimately, the **SIWES program** serves as an essential bridge between academia and industry, helping students gain the experience, skills, and networks they need to thrive in their chosen fields. It is a step in the right direction toward solving the challenges of youth unemployment and preparing the next generation for the complexities of the modern workforce.