

IN PARTIAL FUFILMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA IN MASS COMMUNICATION

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DEDICATION

This report is dedicated to my loving parent, Mr. and Mrs. ABOLUDE who thought me many things in life

ACKNOWLEDGEMENT

I thank God Almighty for his mercy and grace that kept me all through my Industrial Training period.

I am greatly indebted to my parents, Mr. and Mrs. ABOLUDE for their financial and moral support during the course of the programme

I also want to thank everyone that contributed to the success of my industrial training my colleagues and co-workers.

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CHAPTER ONE

AIMS AND OBJECTIVES OF SIWES

- ❖ To provide an avenue for students in Institutions of higher learning to acquire industrial skills and experiences in their course of study.
- ❖ To provide students with an opportunity to apply their knowledge in real work and actual practice.
- ❖ To make the transition from school to the world of work easier and to enhance students contacts for later job placement.
- Prepare students for industrial work situation they are likely to meet after graduation.
- ❖ Expose students to work methods and techniques in handling equipment and machinery that may not be available in their institution.

ORIGIN OF SIWES

The Students Industrial Work Experience Scheme (SIWES) was initiated in 1973 by the Industrial training Fund (ITF). It is a tripartite programme involving the students, the Universities and industries. It is founded by the Federal Government of Nigeria and jointly coordinated by the ITF and the National Universities Commission (NUC).

It is a skill training programme designed to expose and prepare students of Tertiary Institution for the Industrial Work situation they are likely to meet after graduation. The scheme also exposing themselves to the needed experience in handling equipment and machinery.

INTRODUCTION

Training is a key factor in enhancing the efficiency and expertise of the workforce. The Students Industrial Work Experience Scheme (SIWES) programme prepares students for labour markets.

It has become an innovative phenomenon in human resources development and training in Nigeria. The media profession, like other professions is dynamic. This dynamism is in response to Information and Communication Technology (ICT).

CHALLENGES OF SIWES TO STUDENT

Problem I encountered during the programme was the problem of transportation. It is difficult for student that lives in far place to get to the organization every working days.

CHAPTER TWO

WHAT IS NEWS?

News is the account of event been gather and written to the reading pleasure or listen pleasure of the target audience.

ELEMENT OF NEWS STORY

Proximity: We can define it as someone that is closer to you or nearer to you, for example, if a air flight crashes and there are three Nigerians involves in the crash found dead and two hundred Americans dead in the crash, the people closer to you are the Nigerians. If you are ask to report the incident in your Newspaper company. The headline will be 3 NIGERIANS, 200 **AMERICANS CRASH IN FLY EMIRATE FLIGHT.**

Prominence: This is the act of been important among other, e.g. if the president of Federal Republic of Nigeria visited the Rector Kwara State Polytechnic while commissioning the academic conference centre of the Institution. The most important at the academic conference centre is the president because he is the number 1 citizen of the country.

Timeliness or immediacy: something that is happening now. News is what is new. An afternoon raid on a rock cocaine house may warrant a live ENG report during the 6p.m News. However, tomorrow, unless there are major new developments, the same story will probably not be important enough to mention.

Oddity: Whatever that is strange or unusual.

TYPES OF NEWS STORY

- ❖ Feature Story: This story is all about research, for radio or television you interview someone the source of the news story.
- **❖ Interpretative or indebt report:** It is a story whereby you explain everything in detail account with a background story.
- ❖ Promotional Story: It is a story that is meant for promoting a particular person, organization or body.
- **❖ Factual Story:** It is based on what happen directly telling us what happen or occur in an event.

NEWS WRITING AND INTERVIEW ON THE EFFECT OF INDISCRIMINATE REFUSE DUMPING ON WATER WAYS

The General Manager, Finex Electronics Company, Mr. Bello Bolaji, on Tuesday warned Nigerians on the effect of indiscriminate refuse dumping on water ways.

Mr. Bolaji who gave the warning during an interview advised Nigerians to clean their gutters regularly to avoid blockages of water flow in their environment.

The General Manager noted that standard drainage is need for every community in order to avoid erosion.

He added that pure water sachets have come to form a huge part of ill-disposed wastes causing the gully erosion in most parts of the community.

It is difficult to imagine how we can dig our graves by encouraging the breeding of mosquitoes, the most dangerous creative on earth, responsible for more than 300 million cases of malaria each year between one and three million deaths due to the illness.

CHAPTER THREE

TYPES OF HEADLINES

- ➤ **Rider Headline:** This can be bold and tiny, it has subheadline under it.
- ➤ **Kicker Headline:** It kick start the news directly and is not allowed in newspaper, rather use comma.
- ➤ **Pan left or right Headline:** They are arranged in either left side or right side of the Newspaper.
- ➤ **Banner Headline**: A large Newspaper headline, especially one across the top of the front page.

FRONT PAGE OF A NEWSPAPER

- Most head or name plate
- > Name of the Newspaper
- Date
- > Amount
- Online address
- ➤ Number
- > Email

The date, amount, online addresses, numbers, e-mail on the front page of newspaper are called folio.

ARRANGEMENT AND PARAGRAPH OF A NEWS STORY

- The headline
- The byline
- The lead
- The body

• The conclusion

The first paragraph is called the head, the second paragraph must entails the whole 5ws and H, the third paragraph must entails the full story of the lead and the last part of the news is the conclusion.

TERMINOLOGY USED IN JOURNALISM

Alleged

Noted

Stressed

Said

Protest

Played

Blasted

Expressed

Displeasure

Inaugurate

Commission

Debunked

CHAPTER FOUR

QUALITIES OF A GOOD NEWS STORY

Accuracy: It must be very accurate, free from error

Balance: Every part that is involved may say something

Truthful or objective: It must be factual, the story must be

truthful exactly what happen

Recent or timeliness

Straight to the point

IMPORTANCE OF HEADLINE IN A NEWS STORY

It must be attract the reader

It makes readers to decide whether to move further

It makes a Newspaper better sale

GRAMMATICAL RULES IN WRITING HEADLINES

- ✓ You must make use of present simple tense. For example STATE GOVERNMENT CONFOUNDS BURSARY AWARD TO STUDENT
- ✓ Always do away with auxiliary verb, for example, if a new policy has been decided by the new parliament.
- ✓ Always use infinitive for future event, for example WILL in the headline change to- TO, and in the body it will change to would.
- ✓ Leave out article in any news headlines, for example GUN MEN KIDNAPS MAN ASK FOR RANSOME
- ✓ Always replace conjunction with punctuation marks, e.g. APC OFFICE INVASION: DSS SHUNS COURT ORDER

CHAPTER FIVE

SUMMARY

The SIWES has provided a training ground where skill relating to how information can be processed, managed, preserved, and documented. This has gone on long way in equipping me in merging what has been learn in the lecture room to what was actually learnt on the field.

CONCLUSION

For the evaluation so far, there seems to exist a wide margin in the reality and actualization of the objectives of Students Industrial Work Experience Scheme (SIWES). It is disheartening to note that lack of proper coordination and supervision of the exercise is a factor limiting the full actualization of the objectives of the SIWES; this however, implies that for the Student to fully equipped with skills or knowledge required for efficiency in the place of work all hands must be on deck. The Federal Government through the Industrial training Fund and other agencies involved in the SIWES programme should wake up and address the situation to ensure that the loopholes in the system are covered.

INTERVIEW

Interview: This is an act of getting news from the source and disseminating it to the audience.

SERIES OF INTERVIEW

One on one interview

Complex interview

Event interview

THINGS YOU HAVE IN MIND BEFORE CONDUCTING AN INTERVIEW

- Background information
- ➤ Bold enough to face any interviewee
- > You must know what you want to ask about
- > You must be very neat
- > Serving the interviewee a notice
- > You must allow the interviewee to explain in details
- You must have a recorder (midget)