



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

SIWES REPORT

**UNDERTAKEN AT
TOKA MEDIA COMMUNICATION
BO 2, COMMUNITY STREEF OPP 2ND ANJORIN BUS STOP KOLA
ALAGBADO, LAGOS STATE,**

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ND/23/MAC/PT/0486**

**SUBMITTED TO:
DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF
INFORMATION AND COMMUNICATION TECHNOLOGY (IICT) KWARA
STATE POLYTECHNIC, ILORIN
IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD
OF NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION**

AUGUST – NOVEMBER, 2024

DECLARATION

I hereby declare that this student industrial work experience scheme (SIWES) Academic report was solely written by me **HAMMED SALAMOT DAMILOLA** under the guidance of my industrial based MY supervision.

Student's Name

Date & Sign

Supervisor's Name

Date & Sign

DEDICATION

This report is dedicated to Almighty God, for His mercies and blessings shown upon me before, during and after my SIWES program. I will also like to dedicate this report to my parent who stood by me (MR & MRS HAMMED and also help me in many ways during this period of preparing this report and many thanks to my industrial based supervisor who guide me in every aspect of the report.

ACKNOWLEDGEMENT

Thank to Almighty God for his blessings, protection, the courage and the opportunity given to me to the successful completion of my SIWES program, may his protection and blessing continue to be with us (Amen), May the peace and blessing of God be upon our friends, family, companions and all those who follow the right path till the Day of judgement Amen.

I wish to express my thanks to my beloved Parent (MR & MRS HAMMED) and support toward the completion of this program.

My last appreciation goes to (HOD) and the entire staff of Mass communication for their relevant suggestion and contribution toward the completion of this program and I also thank the staff and management of **TOKA MEDIA COMMUNICATION** for their understanding and opportunity given to me to work in their organization.

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CHAPTER ONE

INTRODUCTION

ABOUT SIWES

SIWES stands for acronym for Student Industrial Work Experience Scheme. The Student Industrial Work Experience Scheme (SIWES) is a planned and supervised training intervention based on stated and specific learning and career objectives, and geared toward developing the occupational competencies of the participants. It is a programme required to be undertaken by all the students of tertiary institutions in Nigerian pursuing courses in "specialized engineering, technical, business, applied sciences and applied arts".

The federal government on 8 October 1971 established the industrial training (ITF) in order to acquaint the students on the industrial work method. The SIWES which is subsidiary formed in 1973 was initiated to improve the student's 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 the environment in which the students are being exposed to areas of their various disciplines which enhances their mental and creative minds in the aspects of technology and development. It creates an avenue on environment in which the students are being exposed to areas of their various disciplines which enhances their mental and creative minds in the aspects of technology and development.

It is therefore a practical aspect of the academic work, which students may not be opportune to carry out throughout their stays in the higher institution.

The word SIWES (Student Industrial Work Experience Scheme) was introduced by the federal government in the year 1973 to develop the technological, physical and social skill of our nation, through this, adequate and intelligent student are provided the department involved the actual challenge various disciplines before they can be awarded as a National Diploma (ND) graduate.

AIMS AND OBJECTIVES OF SIWES

1. Provide an avenue for student in institution of higher learning to acquire industrial skills and experience in their approved course of study and also by interacting with people with more experience in the field under consideration.
2. Prepare students for the industrial work situation which they are likely to meet after graduation
3. Expose students to work methods and techniques in handling equipment and machinery that are mostly not available in their various institutions.
4. Provide students with an opportunity to apply their knowledge in real world situation thereby reducing the gap between theoretical knowledge and practical work.
5. Enlist and strengthen employer's involvement in the entire educational process and prepare students for employment in industry and commerce.

ROLES OF STUDENT

- 1) Attend SIWES orientation program before going on attachment.
- 2) Comply with the establishment rule and regulation.
- 3) Arrange living accommodation during the period of attachment.
- 4) Record all training activity done and other assignment in the logbook.
- 5) Complete SPEL from ITF, FORM 8 and get it endorsed by the employer
- 6) Submission to the ITF.

OBJECTIVES OF THE REPORT

The objective of SIWES report are:

1. To make through explanation of the work done during my four months industrial training.

2. To fulfill the requirement for national diploma in computer science.
3. To contribute to the body of knowledge and to enhance the understanding of the writer about a similar or same job.

CHAPTER TWO

2.1 HISTORY ABOUT TOKA MEDIA COMMUNICATION

Toka Media Communication is a media organization engaged in educational and training activities, particularly in the fields of confidence speaking, master of ceremonies (MC) training, and music education. They have hosted events such as their 8th graduation ceremony, emphasizing confidence speaking and MC training.

Specific details regarding the organization's founding date, mission, and comprehensive history are not readily available from the provided sources. For a more in-depth understanding of Toka Media Communication's background and services,

Toka Media Communication is a media organization that offers educational and training programs in areas such as confidence speaking, master of ceremonies (MC) training, comedy, broadcasting, and traditional Yoruba event hosting roles like Alaga Iduro and Alaga Ijoko. They have organized events like their 8th graduation ceremony in Lagos on Saturday, December 20th, 2019, celebrating participants' achievements in these fields.

Toka Media Communication is a media organization that offers educational and training programs in various aspects of communication and event hosting. Their services include:

- **Confidence Speaking Training:** They provide courses designed to enhance public speaking skills, helping individuals become more effective and self-assured speakers.
- **Master of Ceremonies (MC) Training:** They train individuals to proficiently host events, ensuring smooth proceedings and engaging audiences.
- **Comedy:** They offer training programs in comedic performance, assisting aspiring comedians in honing their craft.
- **Broadcasting:** They provide education in broadcasting, covering aspects such as radio and television presentation.

- **Alaga Iduro & Alaga Ijoko Training:** They specialize in training individuals for traditional Yoruba event hosting roles, known as Alaga Iduro and Alaga Ijoko, which are integral to Yoruba engagement and wedding ceremonies.

One of their notable events was the 8th graduation ceremony held in Lagos on Saturday, December 20, 2019, which celebrated the achievements of participants in these training programs.

Confidence Speaking Training – They train individuals to become effective public speakers and MCs (masters of ceremonies).

MC (Master of Ceremonies) Training – Helping people develop skills to host events professionally.

Music Classes – Providing lessons in music, possibly including vocal and instrumental training.

Graduation Ceremonies – Hosting events to recognize and celebrate students' achievements in their training programs.

CHAPTER THREE

3.1 JINGLE

A jingle is a catchy tune or melody, typically short in length, that's designed to stick in your mind. It's like the musical signature of a brand, product, or service. Jingles are primarily used in advertising, featuring in both radio and television commercials, but they can also be used in other ways to help establish or maintain a brand image.

THE MAGIC OF A JINGLE

The power of a jingle lies in its ability to be easily remembered. It's not just a tune; it's a clever marketing tool. The jingle often contains one or more 'hooks' – these are the catchy parts of the song that you find yourself humming long after the jingle has finished playing. These hooks, combined with meaningful lyrics, help to promote the product or service being advertised.

3.2 THE ROLE OF JINGLES IN ADVERTISING

Jingles play a crucial role in advertising. They help to make a brand or product more memorable to consumers. When a jingle is successful, it can become synonymous with the brand it represents. You hear the jingle, and you immediately think of the brand. This is a powerful way for businesses to stay in the minds of consumers.

Beyond Advertising: Jingles and Brand Image

While jingles are most commonly associated with advertising, they can also be used in non-advertising contexts. For example, a company might use a jingle at the start of its YouTube videos or during corporate events. This helps to reinforce the brand image and create a consistent identity across different platforms and contexts.

3.3 CREATING THE PERFECT JINGLE

Creating a jingle is an art. It needs to be catchy, memorable, and reflective of the brand it represents. The lyrics should be simple and easy to remember, and the melody should be appealing and easy to hum or sing along to. A great jingle can make a brand unforgettable and can even become a part of popular culture.

In conclusion, a jingle is much more than just a catchy tune. It's a powerful branding tool that can help a company to establish its identity, promote its products or services, and stay in the minds of consumers.

EXAMPLE OF JINGLE

Wake up, Lagos! It's time to shine,
Turn the dial, it's radio time!
News, gist, and vibes so sweet,
On your airwaves, feel the beat!

(Chorus – Catchy Hook)

□ **Stay tuned, don't touch that dial!**
Fun, facts, and trends in style!
From dawn to dusk, we keep it real,
The hottest show—you know the deal! □

(Verse 2)

Interviews, music, stories to tell,
Call us now, ring that bell!
Laughs, debates, the latest news,
We keep it fresh, just for you!

(Outro – Sign-off Line)

□ **Your voice, your vibe, your station!**
Stay locked in—no hesitation!

Instrument Used in the News Room

The following are the instrument used in the news room.

i. Table and chair



ii. Consoler



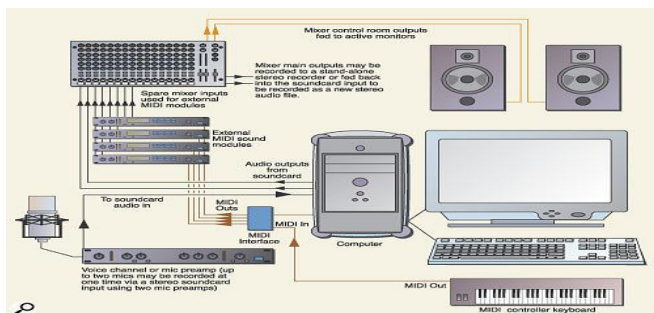
iii. Camera



iv. Processor



v. Computer



vi. Microphone



3.5 What is Editing?

Editing means doing all graphics. As a communicator you must know how to handle the system very well.

3.6 Who is a Reporter?

A reporter is also known as journalist who gather information and news to keep public informed.

3.6.1 Types of Reporter

There are three types of reporter know to me.

- i. Judicial reporter ii. Education reporter iii. Health reporter

3.7 Sources of News

There are different ways of sourcing for news.

- i. Rooting ii. Schedule assignment iii. Searching

3.8 What is Line-Up?

A line-up refers to a list of sequence individual on topic that will be featured on discussed in a news program or publication.

3.9 Rule of Engagement in News Department

The following are the rules of engagement in the news department.

- i. Responsibilities of reporter ii. Alignment to responsibility

- iii. Ability to work at any time
- iv. You must have a good news for news

3.10 What is a Newscasters?

A newscaster's job involves presenting current information and news via live radio, television or web broadcasts. While some newscasters may report on a variety of subjects, others specialize in areas like weather reporting, sports, politics, or general news, depending on the size of their news organization and the city in which they work.

3.11 Duties of a Newscaster

A newscaster is both a journalist and a broadcast specialist who communicates the news to a viewing or listening public. Depending on the location and the size of the station for which you work, you may report on international, national or local news.

WORK DONE AT BRAIN BOX MEDIA TRAINING SCHOOL

On my first day at the radio station, I was first given a rundown of the studio safety rules and regulations. I took time to peruse through, and understand, this safety rules.

I was also introduced to the management and various departments in the company, after which I was show some transmission and broadcasting machines.

GATHERING OF NEWS HEADLINE

- i. How to write news stories
- ii. How to monitor and extract news story
- iii. How news is extract and how to edit news
- iv. How to indicate news story with the use of symbol
- v. How to track news by using the headline
- vi. Editing of News Headline
- vii. How to extract news story from newspaper

viii. How to write good news story

ix. How to edit news highlight

x. How to track news

xi. NEWS WRITING

xii. How to write news

xiii. How to write news story style of the station using symbols

xiv. Indicating the beginning & the end of the story using of punch online, vanguard, BBC and sport news

xv. Editing of news Highlight

MICROPHONE

A microphone is a device that translates sound vibration in the air into electronic signals or scribes them to a recording medium.

TYPES OF MICROPHONE

1. Dynamic Microphone

2. Condenser Microphone

3. Ribbon Microphone

RECORDING OF NEWS TRACT

- How to write a proper and detailed news
- Gathering of news story from different source
- Monitoring of news from different sources
- Recording and tracking of news
- Editing of news Highlight
- Monitoring of news stories to form trending Highlights

- Tracking of 2pm news on channel TV
- How to Edit or Extract news stories to be used in the course of news packaging
- How to write a program script
- Writing of news Highlight
- How to Edit Audio track
- Generation of news headlines from newspaper
- Uses of symbol for the news Highlight
- Editing of audio track
- Tracking of 2pm news on channel TV
- Monitoring of news from different source
- Recording and tracking of news story
- How to monitored news stories highlight
- News gathering and editing
- Gathering and recording of News
- Gathering the important News Headline and outcome.

A TELEPROMPTER

Teleprompter is a device that displays,any sort of text for a speaker or performer

HOW IT WORKS

The central piece of teleprompter is a sheet of beam splitter glass.The glass is angled within the teleprompter and then surrounded by dark plastic or fabric to essential darken the glass & create a reflective surface for the script.

HOW IS IT USEFUL

Teleprompter are highly useful device, but can also vary in quality.this is most often due to the software used for the actual composition and display of original text on the computer screen.

CHAPTER FOUR

PROBLEMS ENCOUNTERED AND POSSIBLE SOLUTIONS

Difficulty in finding a place for industrial training is a big problem for students on the SIWES program. There are situations whereby you will write a company's attitude test, but because you do not know anybody within the company or that no one can speak on

your behalf then you lose the placement. Nigerian government in collaboration with SIWES should help students when it comes to securing a place for the training; or provide a policy that gives a Nigerian student right to be taken in any company he/she applied for the training. By so doing the time wasted at home while searching for a place by the student will be minimized.

KNOWLEDGE GAINED DURING THE SIWES

The student industrial work experience scheme (Siwes) exercise has contributed greatly in my academic carrier, because I have gained some experience which is very useful to my field of study. The first advantage acquired during my industrial training program was that I was taught News tracking and recording, introduction to editing of News Headline, Gathering the important News Headline, recording of News Headline, more so summarily of live program.

Finally, my perception about office profession has been greatly broadened. It gives me the opportunity to gain first experience of the profession even though it was not easy.

CHAPTER FIVE

CONCLUSION

The SIWES program expected to be undergone by all students in the school of applied science in all tertiary institutions in Nigeria. I therefore deeply appreciate the industrial training of my school (The Kwara Polytechnic, Ilorin) for involving

themselves in such a worldwide program. The importance of this training cannot be over emphasized by some of the operations carried out during the program.

RECOMMENDATION

I like to use this medium to implore the federal Government to take this SIWES program more seriously seen by the students of mass communication as a virtual improvement in future of technology in our nature. Government should also ensure a proper supervision of SIWES students so that the purpose of the program will be achieved.

The federal Government should make adequate provisions in the annual budget for proper funding of SIWES in views of the potential of the scheme to contribute to enhance the quality of the pool to technical skill available to the economy.

A comprehensive and detail director of employer who accept students for SIWES is urgently required to facilitate placement of students in industry in order to guarantee quality assurance of institution and the ITF. The ITF should ensure that the backlog in payment of students allowance is cleared urgently.