

A REPORT ON:

STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

HELD AT:

NIGERIA TELEVISION AUTHORITY

BY

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DEDICATION

This piece of work is dedicated first to Almighty Allah for giving me the opportunity and resources to complete this work and my parent for their love, support and parental care throughout the program.

PREFACE

This report highlights the skills and knowledge gained during the SIWES program, bridging the gap between classroom theory and real-world media practice. It serves as a guide for Mass Communication students, covering key aspects like news writing, interviews, transcription, and media ethics. Organized into chapters with subheadings, it provides a structured overview of practical experiences that enhance learning and professional development in the field of journalism and communication.

ACKNOWLEDGEMENT

All thanks and glory be to Almighty Allah for His grace, mercy, and protection throughout the process of writing this report. His divine provision, wisdom, and strength have been my guiding light.

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CHAPTER ONE

1.1 INTRODUCTION

This programme is introduced by the Federal Government of Nigeria to all the student of higher institutions throughout the country in order to give them the opportunity to obtain industrial working experience in their respective disciplines. And it has been introduced in 1973. I was attached to computer and information technology centre, Kwara state college of education, which is divided into different units for the four months of my SIWES (Student Industrial Work Experience Schemes) programme.

Furthermore, the student industrial work experience scheme (SIWES) provides an atmosphere for continuity of learning that can update student's understanding on the course of study. SIWES also prepare students for future purposes and also supply the needed experience which will assist the student to maintain their stand in the labor market. SIWES will also assist the students to be more exposed and prepare them for challenge ahead.

1.2 DEFINITION OF SIWES

The student industrial work experience scheme (SIWES) can be referred to as the industrial training or the involvement for science and technology education in order to gain more theories and practical works being offered in the place of attachment, it is the programme designed for students in higher institution to acquire practical skills in their respective field of study.

The student industrial work experience scheme (SIWES) enable student to improve on the practical skills and as well as to improve students on the overall development.

1.3 AIMS AND OBJECTIVES

The aims and objective of this programme is to expose student to computer operating system, professional work methods, hardware device and ways of carryout operation in industries and others organizations.

The objectives set out for this report is that, the ideal of student industrial work experience scheme (SIWES) has set a goal for student who really has the focus to achieve in his/her respective field of specialization.

Many higher institutions could not afford adequate number of computer and others things for the practical work, as a result of economic predicament in the country, so the programme give students opportunity to have a full knowledge of practical and application of various devices.

CHAPTER TWO

1.1 HISTORICAL BACKGROUND OF THE ORGANIZATION

Nigeria Television Authority Ilorin was established in 1977 with the mission of promoting cultural heritage, disseminating reliable information, and providing quality entertainment to the people of Ilorin and its environs. The station was founded on the principle of fostering a deeper connection among the residents of Ilorin Emirate through the power of Television broadcasting.

From its inception, NTA was envisioned as more than just a television station; it was designed to serve as the voice of the community, championing local content, preserving the rich traditions of Ilorin, and addressing the needs of the people through informative and educational programming. Understanding the importance of linguistic and cultural identity, the station prioritizes the use of the Ilorin dialect in its broadcasts, ensuring that listeners feel a strong sense of belonging and representation.

NTA officially began operations on **May 10, 1977**, quickly gaining popularity for its engaging blend of news, talk shows, music, and community-focused programs. Over the years, it has become a trusted source of information, offering programs that cover politics, religion, education, business, and entertainment, all tailored to reflect the aspirations and values of the people.

The station's commitment to community development is evident in its collaborations with local leaders, religious scholars, business owners, and government officials to discuss

and address key societal issues. Through its interactive programs, NTA fosters dialogue and civic engagement, ensuring that the voices of the people are heard and amplified.

As the media landscape continues to evolve, NTA has embraced digital technology, allowing listeners to tune in via online streaming and social media platforms. This expansion has enabled it to reach a wider audience beyond Ilorin, connecting with indigenes and enthusiasts of Ilorin culture across Nigeria and the diaspora.

NTA remains dedicated to its founding vision of being the grassroots companion of Ilorin Emirate, promoting knowledge, unity, and entertainment while staying true to its cultural roots.

CHAPTER THREE EXPERIENCE G

AINED DURING SIWES

1.1 TELEVISION PRESENTING

Television presenting is one of the most crucial aspects of broadcasting, as it involves engaging with audiences, delivering information, and maintaining an entertaining and informative atmosphere. A television presenter serves as the voice and personality of a station, influencing audience engagement and loyalty. They host programs, interview guests, introduce music, and share relevant news and updates.

Key Skills Required for Television Presenting:

1. **Clear Communication** – A Television presenter must have excellent verbal skills to ensure their message is understood. Proper pronunciation, fluency, and a confident voice are necessary for effective communication.
2. **Content Preparation** – Good television presentation requires adequate preparation. Presenters must research topics, write scripts, and outline their shows to ensure a smooth flow of content.
3. **Audience Engagement** – A successful presenter interacts with their listeners through phone calls, social media, and messages. Engaging the audience makes the program more interesting and interactive.
4. **Voice Control** – The way a presenter modulates their voice affects how their message is received. A lively, expressive tone helps keep the audience engaged, while a

dull voice can make listeners lose interest.

5. **Technical Knowledge** – Presenters should understand how to operate studio equipment, including microphones, mixers, and broadcasting software, to ensure seamless broadcasting.

Television presenting requires energy, confidence, and the ability to think on one's feet to handle unexpected situations while on air.

1.2 NEWS BROADCASTING ON TELEVISION

News broadcasting is a major function of television, ensuring that audiences are informed about the latest events, politics, economy, sports, and entertainment. Television news differs from print media because it must be delivered concisely and clearly with visuals.

Methods of Television News Broadcasting:

1. **Live News Bulletins** – These are real-time updates that provide audiences with the latest news. They are usually scheduled at intervals, such as every hour, to keep listeners updated.
2. **Pre-Recorded Reports** – These are well-researched and edited reports that provide detailed information on significant news events. They are aired at scheduled times.
3. **Interviews with Experts** – To provide deeper insight into news topics, television stations invite specialists to discuss current issues and provide expert opinions.

4. **Breaking News Alerts** – When major events occur, regular programming is interrupted to provide urgent updates to listeners. This keeps the audience aware of important events as they unfold.
5. **Traffic and Weather Reports** – These reports are aired frequently to help commuters and travelers make informed decisions about their routes and plans.

News broadcasting on television is fast-paced and requires reporters and anchors to verify facts before airing stories to maintain credibility.

1.3 JOURNALISM

Journalism is at the core of radio broadcasting, as it involves gathering, analyzing, and reporting news to the public. A television journalist must be accurate, objective, and timely in delivering news to maintain credibility.

Key Aspects of Television Journalism:

1. **Accuracy and Fairness** – Television journalists must ensure that all reported news is factual and unbiased. False information can damage the station's reputation.
2. **Investigative Reporting** – Some news stories require in-depth research to uncover hidden facts, corruption, or social issues that impact society.
3. **Live Reporting** – Television journalists often report from the scene of an event, delivering news as it happens. This requires quick thinking and the ability to describe events accurately.
4. **Interviewing Sources** – To verify facts and gain more perspectives, journalists conduct interviews with eyewitnesses, officials, and experts.
5. **Script Writing** – Unlike print journalism, television journalists must write scripts that are easy to understand and engaging for listeners who rely only on audio.

Television journalism is essential in keeping the public informed and holding those in po

wer accountable.

1.4 TELEVISION PROGRAMME

Television programs provide structured content for audiences, offering a mix of information, education, and entertainment. Each program is designed to cater to a specific audience, and stations must ensure variety to keep listeners engaged.

Types of Television Programs:

1. **News Programs** – These focus on delivering current affairs, politics, and economic news to keep audiences informed.
2. **Music Shows** – These programs play different genres of music, catering to audience preferences and including song requests.
3. **Talk Shows** – These feature discussions on various societal issues, including politics, health, relationships, and personal development.
4. **Educational Programs** – These provide knowledge on topics such as career development, technology, science, and finance.
5. **Religious Programs** – These cater to faith-based audiences by offering sermons, prayers, and religious teachings.

A successful television program requires careful planning, engaging content, and interactive elements to maintain audience interest.

1.5 TELEVISION ENTERTAINMENT

Entertainment is a major reason why people tune in to television stations. Stations must p

rovide fun and exciting content to keep listeners engaged and loyal.

Popular Forms of Television Entertainment:

1. **Music Shows** – These programs play trending songs and classics across different genres, often including countdowns and listener requests.
2. **Comedy Segments** – Featuring stand-up comedians, joke sessions, and funny skits to entertain the audience.
3. **Storytelling Sessions** – These involve narrating traditional folktales, short stories, or real-life experiences in an engaging way.
4. **Game Shows** – Competitions, quizzes, and giveaways that allow listeners to participate and win prizes.
5. **Celebrity Interviews** – These feature discussions with musicians, actors, and influencers about their careers and personal lives.

Television entertainment keeps audiences engaged and ensures high listenership.

1.6 TELEVISION ADVERTISEMENT

Advertising is one of the main sources of revenue for television stations. Businesses use television ads to reach a wide audience and promote their products and services.

Types of Television Advertising:

1. **Live Reads** – The presenter personally delivers the advertisement during a show, making it feel more authentic.
2. **Jingles** – Catchy songs or tunes used to promote a brand or product, making it memorable.

3. **Sponsored Segments** – Companies sponsor a portion of a program, allowing their brand to be associated with the content.

4. **Pre-Recorded Commercials** – Professionally produced adverts played at scheduled times throughout the day.
5. **Call-In Promotions** – Listeners participate in promotions, contests, or giveaways sponsored by brands.

Television advertising is effective due to its ability to reach a broad audience at different times of the day.

1.7 INTERVIEW SESSION IN TELEVISION STATION

Interviews are an essential part of television broadcasting, providing firsthand information, insights, and diverse perspectives on various topics.

Key Features of a Successful Television Interview:

1. **Well-Researched Questions** – The interviewer must prepare relevant and insightful questions to ensure a productive discussion.
2. **Engaging Dialogue** – The conversation must be lively and interactive to keep the audience interested.
3. **Guest Credibility** – The station must ensure that interviewees are knowledgeable and reputable sources on the topic.
4. **Time Management** – The interview should be structured to prevent unnecessary delays while still covering all important points.
5. **Audience Interaction** – Allowing listeners to call in and ask questions makes the interview more engaging.