

UNESCO Mass Communication Curriculum Model for Developing Countries: Level of Compliance in Nigeria, a Study of Three Private Universities

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ABSTRACT The United Nations Educational Scientific and Cultural Organization, (UNESCO), recently introduced a model curriculum for journalism and mass communication training in developing nations which include courses in other disciplines. This research is an exploratory study of level of compliance in Nigeria, using three privately owned new generation Christian universities. Indices used for measurement include admission policies, total number of credit hour required for graduation, percentage of core courses, and percentage of non-core courses. With the application of the Spearman Rank Correlation Coefficient, the result revealed that all the universities selected for study shot above the UNESCO standard in core courses by a ratio of between 35 and 47 percent, while the universities fell short of UNESCO recommended non-core courses by a percentage ranging from eight to 16 percent. The research revealed that journalism and mass communication colleges in the developing countries are gradually complying with UNESCO recommended standard.