Practical Manual for Basic Computer Application for Mass Media (vol.1)

This manual book details the basic elements, handling and uses of a computer system especially for the benefits of first time users. It includes relevant examples and procedures pertinent to the field of mass communications as well as enough examples from general computer application for beginners.

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CHAPTER 1

Familiarization With A Computer System (Hardware)

Introduction:

Knowledge of the parts of a computer is apposite for proper handling and usages, most especially for first time users. A computer system, fondly referred to as a SYSTEM, as the name suggest, is an entity of detachable parts (hardware) and peripherals connected together through appropriate cables and ports for effective and efficient task handling. Any defect as a result of mishandling or inappropriateness of cables and ports will result in breakdown or malfunction of the SYSTEM. Thus, knowledge of the parts and their proper handling is prerequisite to using computer for task handling in the fields of mass communication.

Objectives:

At the end of this chapter, the students:

a) would have learned about all the basic components of a computer system
b) should be able to categorize all the components
c) should be able to recognize pertinent peripherals and addenda usable with computer system relevant to the fields of mass communication

Procedure:

Display the basic units of a computer system viz:

i.   Input Unit: mouse, keyboard, mic, etc
ii. Processing Unit: CPU (open up a CPU)
iii. Output Unit: Visual Display Unit, projector, printer56

Task1. Identification of the components

Task2. Assemble the components and power the computer

Figure 1 keyboard

The commonest input device with numerals, letters and symbols that can be activated with special keys – shift, Ctrl and F-keys. It is the primary input device usable with all forms of computers. It is usually connected through USB cord, or through Bluetooth device.

It comprises four parts:

i. Alpha-numeral part with alphabets, numbers, and control keys
ii. Navigation part with scroll keys, page down/up, delete, insert, home, end
iii. Numeric part with numbers and arithmetic symbols
iv. Function keys from F-1 to F-12

Figure 2 Mouse

Easy-to-use controller of the cursor, used to select, highlight, and move items in the computer. It usually has three keys – left and right buttons, and scroll key. It is the commonest navigation device usable with computers.

Figure 3 Microphone

It is used to send audio signals into the computer recorder software. It is the commonest device to record voice over directly on the system with suitable application installed.

Figure 4 Central Processing Unit (CPU)

This is the actual computer. It houses the motherboard (the hub) on which all signals of the computer are hoisted and coordinated through the Central Processing Unit. This is where the device got its name – brain of the computer, from. Also inside it, are two main memories – Random Access Memory (RAM) and Read Only Memory (ROM)

1.

Figure 5. RAM chips

Random Access Memory (RAM) is a short term memory of computer that handles operational tasks while the system is active. The higher the RAM, the faster and smoother the operations of the device (computer). RAM is the Unique Selling Point of certain deveices of Apple, Samsung, and Tecno brands as functionalities of picture software, and a host of other applications on which the brands pride themselves are all dependent on the volume and quality of inbuilt RAM. RAM gives users fast access to information on the computer.

Windows 8.1

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Get more features with a new edition of Windows

System

Processor:	Intel(R) Core(TM) i3-4130T CPU @ 2.90GHz 2.90 GHz
Installed memory (RAM):	8.00 GB (7.89 GB usable)
System type:	64-bit Operating System, x64-based processor
Pen and Touch:	No Pen or Touch Input is available for this Display

RAM comes in sizes of 2GB, 4GB, 8GB, 16GB etc. a generic computer system is built with two RAM-compactments; either or the two are usable at the same time.
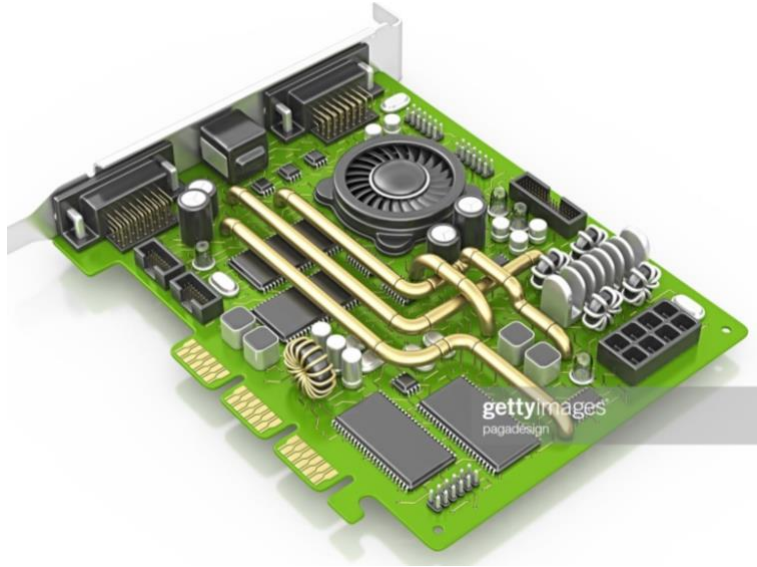
2.

Figure 6. ROM

ROM is a long term memory on the computer

Figure 7 Monitor

This is the screen that makes it possible that What You See Is What You Get (WYSIWYG) as final result of task execution. It enables the users to view the process of commands and task execution.

Figure 8 Projector

Projector is another option to Monitor that is used for group viewership. It is a portable (adjustable) wide screen attached to a computer, used to address large group of audience like this class, in an enclosed mildly dark room – to achieve sharpness/crispness.

Figure 9 Digital Desktop Printer

For printing hard copies of the task results

Task2:   i. Students to connect the basic components with appropriate cables into a unit (compute system). Then comparison is made between the all-in-one system and the generic desktop computer system
ii. Students to categorize the components displayed/explained under:

Input Devices	Processing Devices	Output Devices
Keyboard	Central PU	VDU/Screen
Mouse	Graphics PU	Projector with screen
light pen	Motherboard	Printer
Scanner	Sound card	Speakers
Microphone	Video card	
	Network card	

Examples
Computer System as A Unit

Figure 10 Generic Desktop computer

Detached screen/monitor and CPU with corded keyboard and mouse

Figure 11. USB cable

Figure 12. USB printer cable

Figure 13 VGA Cable

VGA cable transports all signals from the CPU to the screen/monitor or sometimes through projector to the screen.

Figure 14 New and more sophisticated all-in-one (compact) computer

With inbuilt CPU, the new sets of computers have up to 1TB memory and 4gbRAM. Bluetooth enabled, touchscreen and wireless network capacity that make them similar to handy multimedia gadgets like tabs, phablets and phones, but with wide stature suitable for a 37" screen TV. The erstwhile generic desktop that fills up the table has been atomized into this single unit with slim body, HD and touch-screen, and Digital sound output.

Evaluation: Assign 2marks for task1. (Identification of basic components
Assign 8marks for task2. (Categorization of the components)

Basic Functions of a Computer System

Introduction:

In the previous session, students have been able to recognize and categorize the various components. At this session, students will learn how to connect the basic components and peripherals and power the system for task handling. Here, they will learn the compatibility and usage of pertinent addenda like

   I.   connecting camera and downloading pictures on the computer,

  II.   downloading video

 III.   connecting midget recorder and download audio files on the computer

OBJECTIVE

This session is meant to nudge the students to maximize the potentials of their PCs that had been hitherto subjected to mere movie players by majority of the students. This session will expose them to, and arouse their interests in pertinent software applications used to achieve finesse in the fields of Mass Communication.
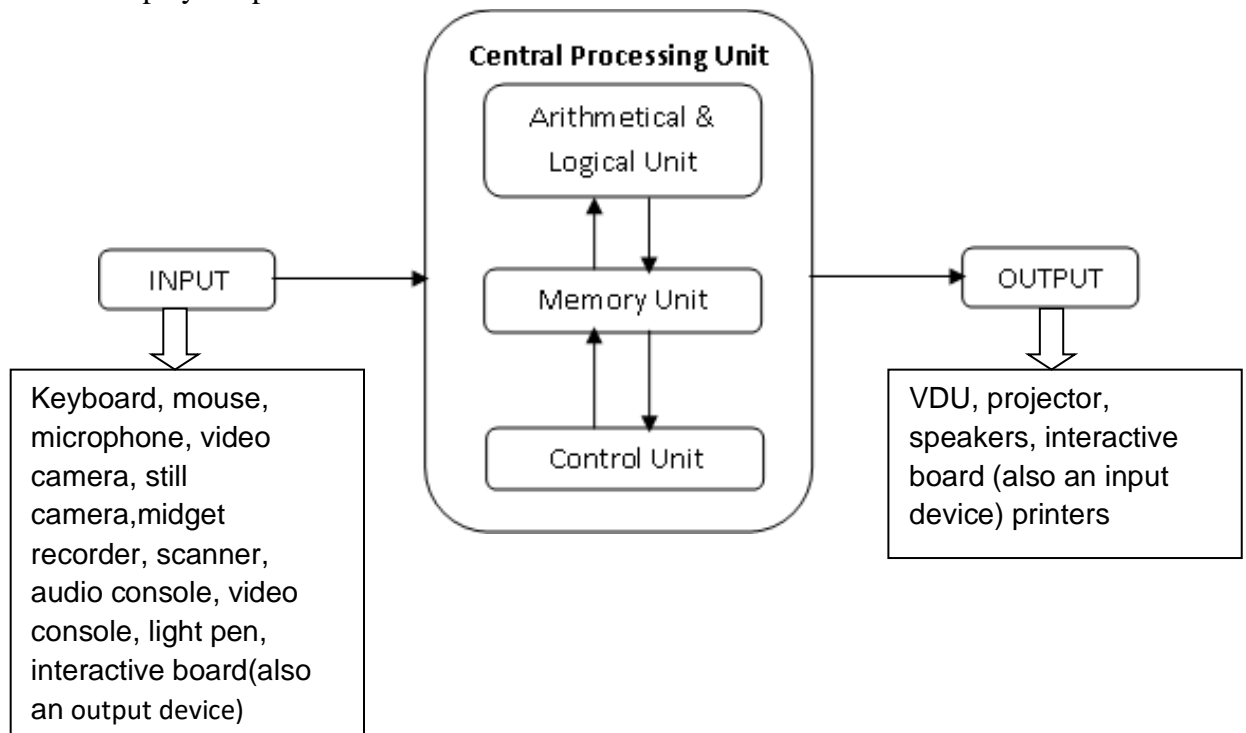
Procedure

Display the following:

UPS, keyboards (Bluetooth and USB Keyboards), mouse (Bluetooth and USB Mouse), VDU (monitor), CPU, Compact System (all-in-one system), Power cables, VGA cables, USB cords, Projector, interactive board.

> **Task 1:** students to connect the components with appropriate cables and power it with the aid of UPS

Computer system as a unit must perform three task

   i.   Receive information through impute devices

  ii.   Process information received through the CPU

 iii.   Display the process/results

Central Processing Unit
- Arithmetical & Logical Unit
- Memory Unit
- Control Unit

INPUT → Keyboard, mouse, microphone, video camera, still camera, midget recorder, scanner, audio console, video console, light pen, interactive board (also an output device)

OUTPUT → VDU, projector, speakers, interactive board (also an input device) printers

FUNCTIONS

UNIT	FUNCTION
1. Input device	Conveys information into the computer
2. CPU	
i. Memory unit	For storage
ii. ALU	For arithmetical and logic functions
iii. Control unit	For coordination of the system unit (*neurosystem*)
3. Output device	Presents the signals and the results (wysiwyg)

Task 2: Exhaust various gadgets peculiar to the practice of Mass Communication that can be used along a computer system and categorize them under the following:

    i.   Input devices
    ii.   Processing devices
   iii.   Output devices

There is need for us to identify the facets of Mass Communication that computer has given a fillip. By this, we will identify few relevant software applications that are germane to achieving finesse in them.

There are five primal fields of Mass Communication; viz:

    1. Broadcast (radio and television broadcast)
    2. Advertising
    3. Public Relations
    4. Book Publishing
    5. Journalism

There is no survival in the industry for a neophyte who cannot master the basic computer craft in typing a document, sending mails, downloading files and sharing information through the computer. There is a plethora of various specialized *exe* (computer applications) that are peculiar to some of the fields that require more than surface scratch knowledge of the application. Examples of such are Video editors like Adobe Premiere, Corel Video Studio, Pinnacle; picture editors like Adobe Photoshop, Corel Photoshop; audio editors like cubase

The applications include but no limited to;

    i.   Desktop Publisher: used for designing the layout of newspapers, magazines and other printed matters. It is the main tool in Publishing.
    ii.   Microsoft word: the commonest word processor for typesetting a document. Other types are WordPerfect and Word Star. MS word is the commonest because it comes with commonest OS – Microsoft. Word processor is primal to the practice of journalism in this dispensation of digitization. It makes news writing, editing, and production a seamless and flexible task.
   iii.   PowerPoint: this application is most suitable in pitching for an account, paper delivery, and lecturing. It is a basic PR and Advert communicative used to communicate messages in punchy, crispy summarized form. It has animations, effects, and colors that can be employed to bring special emphases to the parts of presentations.

iv. Excel: Presenting data in grids and blocks is usually done with MS Excel. This application is suitable for data presentation with calculations and info-graphs. It is used to prepare list of clientele base usually used together with MS word template in mail merging for multiple recipients; this, in fact, is major task the student shall learn later in MAC123

v. CorelDraw: this is one major graphics application in which students can develop expertise. Cartoonist and Illustrators are some of the adept users of CorelDraw application.

vi. Photoshop: Image fine-tuning, re-creation and simulation can be done through Photoshop applications. It is one tool that is necessary in media production to give relevant effects to the visuals like pictures and caricature.

vii. Adobe Premiere (video editor): like Corel video studio, it is used to edit rushes and add effects to a clip. The editing can be done offline or online through this applications. They are mostly used to create artificial settings/backgrounds through Chroma key. There is hardly a live programmme that does not use a video editor like these to create flawless artificial scenes or as mere character generators.

viii. Cubase: audio editor for online and offline editing of audio files.

Task2: highlight the uses of various software applications in relation to all the fields of Mass Communication.

Answers should be in the format below:

1. MS Word	Major typing app. Usable for typing news stories and other editorial contents in word format. (Newspaper & Magazine Production – Journalism). It is also used as official mode of communication in public and private firms, i.e., memo writing, sending mails etc. (PR). It is also used to in Broadcasting to type news-bulletin for eligibility. It is the main tool of publishing (book production). Can be used to present body of a copy in print ad.
2. CorelDraw	Used for graphics design in newspaper and magazine productions
3.	

Conclusion

What hammer is to a carpenter, a computer is to communicator. With a desktop publisher, printed matters can be enhanced with graphics and arts. The art of Mass Communication has exited the age of notepad and pens, where journalists scamper about to document events and interviews in analogue forms. Technology has graced the profession with digital devices like digital still cameras, midget recorders, video camera, and a load of electronic news gathering (ENG) gadgets necessitated by the digitization process. Hence there is need for all would-be practitioners and students to adopt the new pen – computer, on which digital files are produced, modified and enhanced.

CHAPTER 3

Installation of Pertinent Software Applications

Introduction:
Apart from the various user-friendly applications found in Microsoft suite, there is need for a ton of relevant applications in the field of Mass Communication that students and practitioners need to acquaint themselves with to achieve best practices. The main concern of this module is to take students through identifying such relevant applications, installing and launching them on their PCs.

Objective:
This practical is meant to prep the students in adopting computer system in various phases of mass communication practices by introducing them to available software applications that make for better delivery.

Equipment: computer systems, projector, interactive board, external hard drive, software applications

Procedure: a). group students into groups of fives to a computer
b). let each group select two from software apps itemized earlier

c). technologist will install Corel Photo-Paint and launch it, using tools like Import, pick, paints etc to depict the purpose of the app.

d). groups to install and launch their picked software apps and exhibit basic purposes of the apps.

Process: project the installation processes of Corel Photo-Paint or any relevant *programme* found handy; students should observe the process and note the compatibility of the programme with the OS of the system ie if the programme version is operable with the system's current OS version. After certifying that the programme version and system's OS are compatible, available memory to accommodate the programme should be guaranteed to ensure proper functioning.

Insert the optic disc (programme disc) and follow the instruction prompts; determine the memory location for the programme and proceed to install and launch.

Task: The students are to launch the programs and perform exercise on the basic tools of the applications.

CHAPTER 4

Basic Computer Software Applications

MS Word:

Introduction:

Microsoft word is a sine qua non in all the fields of Mass Communication. It is the basic tool in preparing scripts and bulletin in broadcast; it is primal to the production of printed matters like newspapers and magazines, and all other communicative in Public Relations and Advertising. It will be sufficient to say Microsoft word is the provenance of Mass Communication in this digital age.

This practical seeks to equip the students with basic processes of developing a document, using Microsoft word.

Equipment: computer systems, projector, interactive board.

Procedure: a). recognize by icons major applications in Microsoft suite

b). double click ms-word icon or open an extant word document and later press Ctrl+N to open new document.

c). Determine the type of document to prepare and use appropriate tools available on each of the tabs.

Process: **Home Tab**; Fonts, font styles and font sizes – used to distinguish and lay emphasis on certain parts of the document; i.e. headlines, kickers, riders, leads, excerpts, quotes, captions etc. are always distinguished from the texts of the body of newspaper or magazine stories. Students should use the appropriate tools in the home tab for font formatting using any self-developed document of their choice.
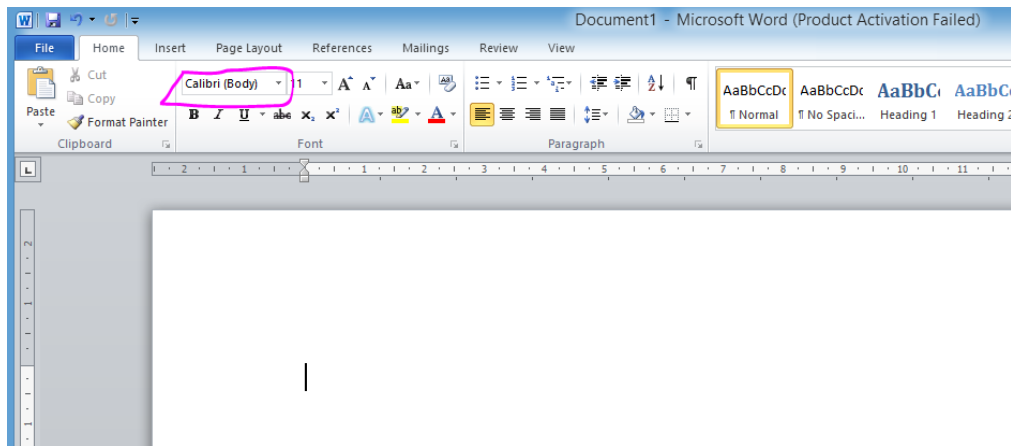
Figure 15. Font Styles

Font: It is the style and type of all the alpha-numeric and special characters available for use on the system. Certain fonts and sizes are considered formal and have been adopted as official based on in-house styles of some organizations. Some of these are *Times New Roman, Calibri, Cambria, Century Gothic, and Arial.*

Official font size is usually pegged between points 11 and 14 (for the content of the body). For special effects or to place emphasis on parts like *headings* and *sub-headings,* you can elevate the parts with increased font size and bold typeface.
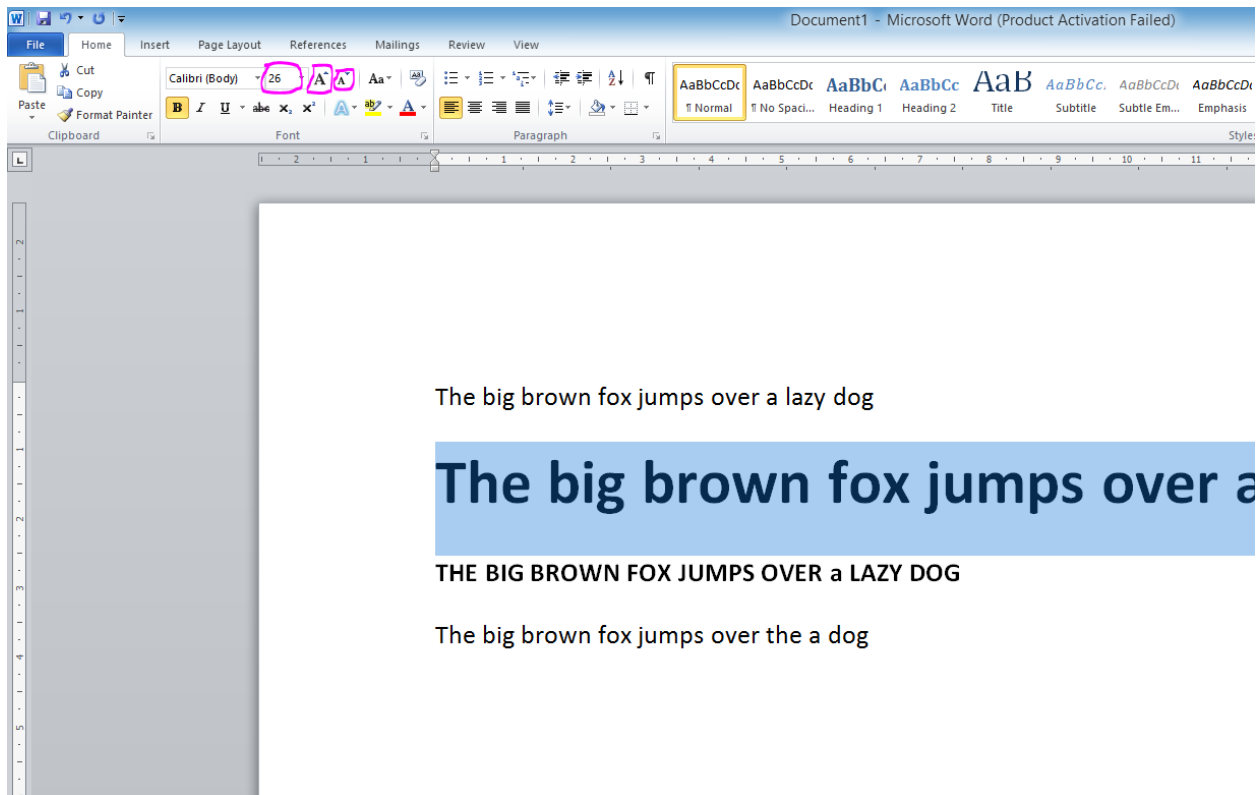
Figure 16. Font Size Toggles

 See the highlighted tools to change font sizes. You can toggle between various sizes of fonts using either the font size tool, grow tool (big **A**) or shrink tool (small **A**)

How to create columns and banner headlines:

The simplest ways to present professional news page by a student of mass communication, using MS-Word is highlighted hereunder;

1. **Type your story in normal format and insert various actualities as deemed fit as shown in the figure below**

POLICE PR BEWAILS SM REPORTS OF HARASSMENT
Abbas Ibrahim, Bukola Fakeye

Activism on social media is becoming more pronounced in Nigeria as more and more people are finally finding worthy usefulness of the unfettered, uncontrolled media. Recently, Public Relations Officer, a DSP of the Nigeria Police Force waded in on some trending stories on social media and one caught his attention most; one where Police was said to have tactically killed a case of harassment case

The DSP instinctively used his PR tool to leverage the issue and address the longstanding taciturnity of the Police on social media despite a shower of vitriol poured on the force daily by issuing a rejoinder. In his statement, he disclosed that the attention of Ogun State Police Command had been drawn to information circulating on social media involving a veiled woman and a masquerade. The veiled woman was said to have been dragged off the motorcycle on the floor and harassed by the unrestrained masquerade.
The DSP urged the members of the public to disregard the online report in totality as the

Figure 17. Normal news writing form

2. Highlight the story parts- starting from the word "activism…" to the last word and click on page layout and select number of columns as deemed fit

Figure 18. Formatting news into columns

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harassment case to Enugada police station together with her husband, but with no impact. Social media started breeding comments about the ineptitude of the Enugada Police department which only advised the masquerade to go and sin no more without restoring the dignity of the victim.

Some of the reasons why journalistic contents are written in columns are premised on readability; eyes do not have to move from edge to edge when reading and emphases can be laid on important parts and easily noticed by the readers.

Also, since news are written in punchy, concise and short sentences, a major part of the page is not sacrificed for paragraphs when the body is written in columns; moreover, the conspicuous headlines, kickers, riders and bylines are placed in such a manner that they overshadow and spell boundaries for each news features.

Inserting Tables:

Tables are necessary features in mass communication documents. They are used in both prints and broadcast fields of the trade. Broadcast scripts are often tabularized for legibility sake and ease of selection by talents, characters or artistes. Stock market data, football analysis and a host of other occasional reportage are presented in tables in printed matters like newspapers, magazines and bulletins.

Apart from gearing up for professional practice in the fields of mass communication, students cannot but acquaint themselves with the uses of tables as their projects at ND and HND will surely require them to present field information in tables and charts.

Table options are available on the **Insert Tab** and doable through the itemized processes;

i.   Type the title of the table and press enter to the next paragraph
ii. Click on *Insert* and select table options through the arrow under the table
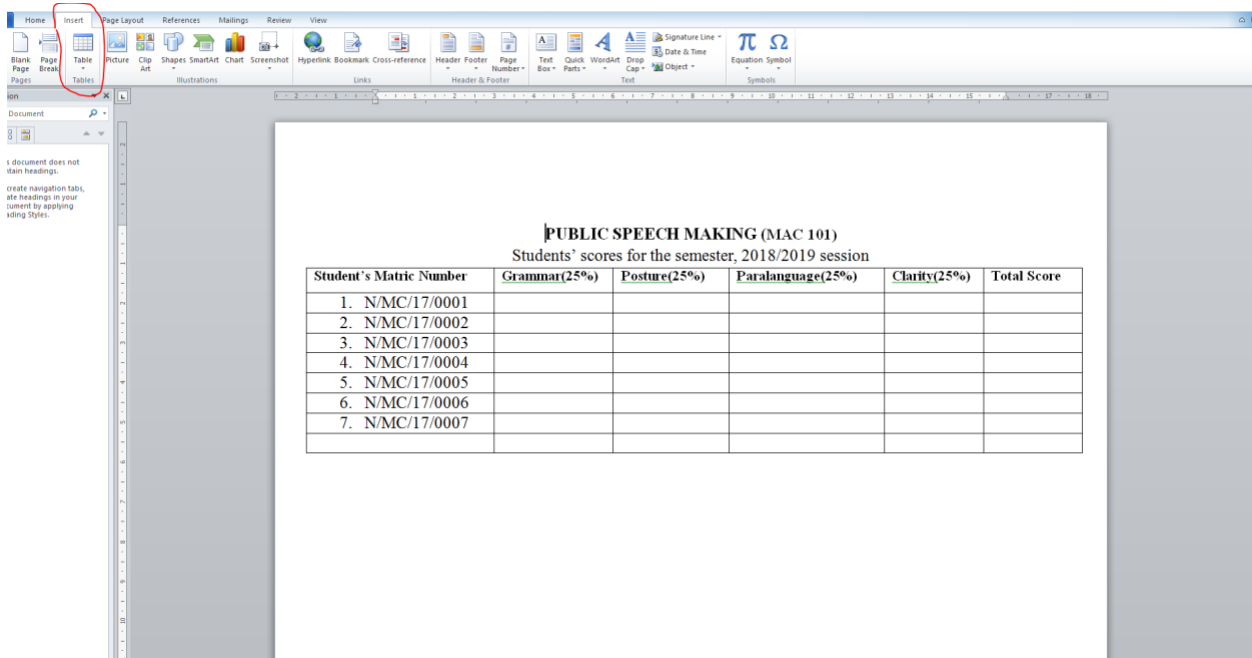iii. Choose table options as deemed fit for the task at hand

Figure 19. Table Options

There also abounds a flexible option to readjust table options to suite various needs as required to achieve finesse in the document; these include merge cells, split cells, cell distribution evenly, cell deletion, cell addition etc

PUBLIC SPEECH MAKING (MAC 101)

Students' scores for the semester, 2018/2019 session

Jumber	Grammar (25%)	Posture & Paralanguage (50%)	Clarity (25%)	Total Scor
7/0001				
7/0002				
7/0003				
7/0004				
7/0005				
7/0006				
7/0007				

Figure 20. Merged Cells

To merge cells, select the portions you want merged; right click on it and select *merge cell* option from the dropdown.

Advanced table options are available in MS-Excel to accommodate formulae and calculations for advanced tasks like budget management for advertising campaign programmes, media plans and airing schedules

CHAPTER 5

MS-Word Text Formatting

The beauty of communication transcends the message; it is greatly enhanced by the media. Little wonder why the communication sage – Marshal McLuhan averred that "the media is the message". This position is contextualized as paralinguistic in oral communication. It includes unvoiced mannerisms that speak the message better than the words. Aside tone and pitch, which are instinctive for expressing emotions and desires of communicants, eye contacts (oculesics), touches (tactile communication), proxemics (space and distance), chronemics (time), Kinesics (body language) are various ways man has learned to pass messages beyond the vocal chord.

Inducing expressive meanings in the minds of the readers reading texts beyond the literal letters is the duty of a good mass communicator, who knows their onions. Journalism, Advertising, Book Publishing and Public Relations are word-based professions which require the professionals to exhibit great proficiency in typesetting, which is far more than typing ideas for readership.

Setting desirable type fonts and sizes aims at achieving two major things – finesse and legibility/readability.

Finesse is the general aesthetic appeal that such copies in word format have that attracts readership at sight. It includes achieving impeccable spelling of words, using of appropriate tools to give proportionate emphases to due texts, and the general arrangement of the page layout.

Formal Picture

Here the subject of the photograph formally requests the service of a photographer to take their pictures. It is a pre-arranged photographic session between the object of focus and the photographer. Examples are studio-based photography, travels photography, campus photoshoots taken by the students, ceremonial pictures. It is noteworthy to observe that subject(s) of focus are aware that they are being shot, hence, often times, they look directly into the camera.

subject(s) of focus; the photographer determines what angle, posture, gesture, facial expression, and mood that can best express his desired ideas. Many unsolicited photographers flood various event centers on weekends to display their dexterities during wedding receptions, burials, child christening and many other ceremonies. Often times, they don't ask you to pose for shots; they shoot, scoot, and hurry to print for you without your knowledge. Some NYSC corps members have testified that their best pictures were those taken without their knowledge during the stand-at-ease, salutations and parade sessions. This is because the natural mood expressed in those pictures, which cannot be fabricated or reproduced, are true reminiscences of those moments at which the picture were taken.

Informal pictures

This is the exact inverse of the formal picture. Informal pictures are those pictures taken without the knowledge of the subject(s) of focus. They are haphazardly taken during an

Figure 21. A justified word document

As they say beauty is in the eye of beholder, knowledge of the basic text formatting tools will enable anyone to achieve an enhanced copy, using desired tools as deemed fit. However, there

are generic copy styles that are preferred based on organizational policies or templates. We shall look at the commonest of them and engage them practically.
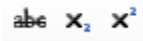
HOME TOOLS

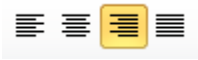**B** used to embolden texts

I used to italize texts/fonts

U ▾ used to underline texts

a̶b̶c̶ X₂ X²   i. strike through text

ii. Subscript text

iii. Superscript text

≡ ≡ ≡ ≡ text alignments styles

Times New Rom ▾ 12 ▾ A˄ A˅   Fonts options – SIZES AND TYPES

REDUCE and INCREASE font options

Task: students to use the tools in Home and Insert panes to format any document of their choice, taking cognizance of the type of document to determine their choice of tools.

Neatness, legibility, and appropriateness of tools shall be graded.