

Adaptation to a New Course of Study: A Survey of Pioneer Students of Information and Media Studies, Bayero University, Kano, Nigeria

ALIYU, Ruqayyah Yusuf
Department of Information and Media Studies
Bayero University, Kano, Nigeria

Abstract

The rapid advancement of technology has revolutionised communication and its processes resulting in the review of the existing mass communication curriculum to address the new media/new technological demands in communication pedagogy. This has led Bayero University, Kano to take the bold step in creating a Department dealing in new media called Information and Media Studies. Being a new course of study, pioneer students of the department had different feelings and impressions of the course when they were offered admission to study it. This study therefore attempts to look at the students' perception of the course, how they have been adapting as well as their understanding of its philosophy and career opportunities upon graduation. Theory of Cognitive Adaptation to Threat was adopted as the theoretical framework for the study. The entire pioneer students of the Department were surveyed to ascertain their perception and attitude towards the course. Findings indicate that even though a good number of the students were disappointed when they were offered admission to study Information and Media Studies; most of them are now appreciative of the course, understand its philosophy and see various career opportunities post graduation.

Keywords: Adaptation, New Media, Media Studies, Communication, Pedagogy, Technology.