



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**COURSE CODE: JLS 713**  
**COURSE TITLE: MEDIA AND SOCIETY**  
**UNITS: 3**  
**TIME: 3 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.**

1. Enumerate the key normative theories of the media and provide a detailed explanation on any four (4). **(25Marks)**
2. Discuss the major era of the Nigerian mass media landscape. **(15 Marks)**
3. Define culture and explain the relationship between culture and the media. **(15 Marks)**
4. Explain any five (5) ways in which the mass media functions as an agent of socialization in your community. **(15 Marks)**
5. Illuminate the rationale for the establishment of the Nigerian Press Council and highlight any four (4) key functions it performs. **(15 Marks)**