



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

**COURSE CODE: MAC416**  
**COURSE TITLE: SOCIOLOGY OF MASS COMMUNICATION**  
**UNITS: 2**  
**TIME: 2 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

1. (a) Identify the three various institutions that play significant roles in socialisation process and discuss their positive contributions in socialising the young people.’ **(15 Marks)**.  
(b) Egbon (1995) cited in Daramola (2005) noted that “the mass media can be a very useful ‘servant’ but could also be a dangerous ‘master.’ Justify this statement with the various roles of the mass media that could portray the institution as a good servant and dangerous master as well. **(15 Marks)**.
2. Outline and discuss in detail any of the five characteristics of the mass media as a social institution in any human society. **(20 Marks)**
3. The mass media and the society are believed to render reciprocal duties to each other. Enumerate and elucidate the essential duties each of them (the mass media and the society) render to one another. **(20 Marks)**.
4. Enumerate the first four theories known as normative theories of the press and briefly explain why they are called normative theories. **(20 Marks)**.