



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

COURSE CODE: MAC424
COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. (a) Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services. Against this background, explicitly explain at least **five (5)** of the importance of global advertising in the global climate. **(15 Marks)**
(b) Justify with **five (5)** reasons international advertising is not a necessary evil. **(10 Marks)**
2. Explain at least **six (6)** factors that pose serious challenges to global advertising practices.
3. Culture is generally explained as the ways of life of a group of people in a particular place. Explain the **five (5)** dimensions of culture according to Hofstede (1997).
4. Some scholars believe that propaganda is a necessity towards the achievement of a goal. Discuss how true the statement with special emphases on at least **five (5)** benefits of propaganda.
5. Discuss at least **five (5)** ways through which propaganda can be effectively used as a means of winning support for a cause, a policy, opinion, belief or greed?