



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1**

COURSE CODE: JLS 713
COURSE TITLE: MEDIA AND SOCIETY
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS.

- 1) Define communication and explain any four types of communication you are familiar with. (17.5 marks)
- 2) With clear examples identify and explain the elements involved in the communication process. (17.5 marks)
- 3) Provide a conceptual distinction between traditional and modern systems of communication and explain any three (3) advantages of modern system of communication. (17.5 marks)
- 4) Explain the major classifications of mass media and highlights their differences. (17.5 marks)
- 5) Outline the various characteristics of mass media and explain their conventional functions in the society. (17.5 marks)
- 6) List all the normative theories you know and provide a detailed explanation on any four (4). (17.5 marks)