



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

**COURSE CODE: JLS813**  
**COURSE TITLE: MEDIA AND SOCIETY**  
**UNIT: 3**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE**

1. “Communication is a continuous process”. Defend this statement by identifying and discussing at least five (5) of the activities involved in effective communication process. **(25 Marks)**
2. Discuss (with copious examples and or illustrations where applicable) at least five benefits that society gains from mass media. **(15 Marks)**
3. Identify any five Normative Theories and discuss the influence of each on the societal communication patterns or needs. **(15 Marks)**
4. Examine press development in Nigeria within each of the following periods: **(15 Marks)**
  - a. Colonial era (1800-1949)
  - b. Pre-independence era (1950s-early 1960s)
  - c. Post-independence era (1960-to date)
5. Analyse any three structures of media ownership in Nigeria and how each influence media performances. **(15 Marks)**
6. Identify and discuss any three obstacles that affect media output. **(15 Marks)**