



**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 EXAMINATION**

**COURSE CODE:** JLS 815  
**COURSE TITLE:** ADVANCED THEORIES IN MASS COMMUNICATION  
**UNIT:** 3

**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS  
**TIME:** 3 HOURS

1. (a) What is a theory? State any three definitions of theory.  
(b) Discuss the characteristics of a good theory. **(17<sup>1</sup>/<sub>2</sub> Marks)**
2. (a) Discuss the Authoritarian Media Theory.  
(b) With clear examples, relate the authoritarian media theory to modern-day Nigeria. **(17<sup>1</sup>/<sub>2</sub> Marks)**
3. Identify and discuss the four perception theories. **(17<sup>1</sup>/<sub>2</sub> Marks)**
4. Discuss (i) the Psycho-Dynamic Model, and (ii) the Socio-Cultural Model of persuasion. **(17<sup>1</sup>/<sub>2</sub> Marks)**
5. Identify and discuss the main features of the social marketing theory. **(17<sup>1</sup>/<sub>2</sub> Marks)**
6. (a) What do you understand by the term “post-industrial information society”?  
(b) Discuss the key features of the post-industrial information society. **(17<sup>1</sup>/<sub>2</sub> Marks)**