



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

COURSE CODE: MAC 311
COURSE TITLE: INTERNATIONAL COMMUNICATION AND MEDIA SYSTEM
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

1. Unarguably, communication is the bond that brings about social existence and its importance cannot be over – emphasized. List ten common adjectives used with the word ‘communication’ **(25 marks)**
2. Outline and explain five (5) characteristics of International Communication as summarized by Fortner (1993). **(15 marks)**
3. The importance of acquiring knowledge from book cannot be over – emphasized
 - a). State five(s) examples of academic Books **(5 marks)**
 - b). Discuss in detail three (3) roles of books in international communication **(10 marks)**
4.
 - a). Explain briefly the components of film industry **(5 marks)**
 - b). Discuss two reasons in detail on the early development of film industry **(10 marks)**
5. The term new media can be described in several ways by different authors. Explain the definition of the new media by (Manovich (2002) using any of his five(s) simple and concise propositions **(15 marks)**
6. Trace the history of Nollywood film industry in Nigeria emphasising at least 4 points. **(15 marks).**