



**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 EXAMINATIONS**

**COURSE CODE: MAC416**

**COURSE TITLE: SOCIOLOGY OF MASS COMMUNICATION**

**UNITS: 2**

**TIME: 2 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE WHICH IS COMPULSORY AND  
ANY OTHER TWO QUESTIONS.**

1. Sociology according to the American Sociological Association is defined as “the study of social life, social change, the social causes and consequences of human behaviour.” With reference to this statement, discuss the concept of sociology (30 Marks)
2. The society feeds the media the information that it processed and disseminates and at the same time, the media feed the society with information that helps it generates new information. In line with these mutual benefits, identify and discuss functions of media to the society and society’s duties to the media. (20 Marks)
3. List and discuss the different types of media ownership.(20 Marks)
4. Press freedom can be defined as an unrestricted access to obtaining information from any desired sources and to process the information to the society without requiring any written permission without fear of intimidation, harassment, molestation, persecution or prosecution. With reference to this statement, explain the concept of press freedom.(20 Marks)
5. Examine the role of mass media as agents of social change in the society.(20 Marks)