



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2021_2 EXAMINATIONS

COURSE CODE: JLS 713
COURSE TITLE: MEDIA AND SOCIETY
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Identify the distinctive features of mass media and explain their conventional functions in the society. **(25 marks)**
2. Provide a discernible conceptualization of communication and explain any four classification of communication. **(15 marks)**
3. Mindful of the general idea of culture, explain the relationship between culture and the media. **(15 marks)**
4. Discuss the differences between cultural imperialism and media dependency and identify any four effects of cultural imperialism on Nigeria and explain any them. **(15 marks)**
5. Discuss the importance of media regulation and explain any four (4) strategy of media ownership in the world. **(15 marks)**