



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

COURSE CODE: MAC 311
COURSE TITLE: INTERNATIONAL COMMUNICATION AND WORLD MEDIA SYSTEM
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE (1) AND ANY OTHER THREE (3) QUESTIONS.

1. Fortner (1993) explains five characteristics of international communication. As a communication scholar, throw more light on Fortner's explanation. **(25 Marks)**
2. Components of communication are crucial before communication as a process is achieved. Explain five of such components with good examples. **(15 Marks)**
3. 'To live is to communicate and to communicate is to live'. Discuss this assertion in line with five reasons we communicate as outlined in the study material. **(15 marks)**
4. The ownership of local media could be broadly divided into three. Expatiate. **(15 marks)**
5. Write short notes on the following: Media Oligopoly, Media Merger and Interlocking directorates. **(15 marks)**