



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

**COURSE CODE: MAC 416**  
**COURSE TITLE: SOCIOLOGY OF MASS COMMUNICATION**  
**UNITS: 2**  
**TIME: 2 HOURS**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

1. (a) Give a detailed explanation of the social responsibility theory and use your knowledge of its origin to elucidate the circumstances leading to the emergence of it. **(15 Marks)**  
(b) Trace the genesis of the libertarian theory highlighting the salient provisions and the core deficiencies of the theory. **(15 Marks)**
2. Besides their traditional roles, the mass media are said to play other essential roles for the people. Outline and discuss the other five roles the mass media play for the society. **(20 Marks)**
3. Enumerate and elaborate on the four types of media ownership that exist from what you have studied in this course. **(20 Marks)**
4. Discuss in detail the meaning of press freedom and outline the three major types of media control you have learnt from this course. **(20 Marks)**