



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

FEB 2018 EXAM

COURSE CODE: JLS713
COURSE TITLE: MEDIA AND SOCIETY
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.

- 1a. What is communication in the context of Ugboajah's definition.
- 1b. Discuss five out of the various process of communication

- 2a. The chequered history of Mass media business in Nigeria span through several eras. Mention them.
- 2b. Using relevant examples discuss each of the specific eras.

- 3a. Define and explain social change
- 3b. Discuss the two broad approaches to social change and the role of the media.

4. The mass media serve as interface between the society and other agents of socialization. Discuss this maxim in details taking into cognizance other agents of socialization.

- 5a. Define and explain the concept Development pointing out the relationship between communication and development
- 5b. Discuss the role of communication in development as prescribed by Nwodu (2002)

- 6a. Briefly explain the relationship between media and governance in any society.
- 6b. Mention and briefly explain the eight purposes of governance as enunciated by McQuail(2005).