

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

FEB 2018 EXAM

COURSE CODE: JLS 815
COURSE TITLE: ADVANCED THEORIES IN MASS COMMUNICATION
UNIT: 3
TIME: 3HRS

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

1. a. Provide and explain the processes of arriving at theories.
b. Show the difference between Normative and Social-Scientific theory.
c. Discuss the meaning of Information Society theory.
d. Present the differences between Hypothesis and Theory.(25%)
- 2 a. Why is gatekeeping necessary in mass communication?
b. Discuss the ten factors influencing gatekeeping.
c. Give at least five ways the government gate keeps the Nigerian media. (15%)
- 3, Understanding communication theories are basic to effective practice of mass communication.
a. Discuss five of the theories, clearly indicating their implications in journalism practice in Nigeria.
b. Name and explain four persuasion theories. (15%)
4. a. Provide the five socialization theories and show fully their relevance in the practice of mass communication.
b. With an elaborate diagram present and discuss either the Shannon and Weaver Model OR the Hub Model of communication processes.(15%)
5. Show the difference between Authoritarian and Libertarian (free press) theories of the press. What are the similarities and distinctions between Democratic-Participant Media Theory and Development Media Theory? How suitable in application are they in communication practice in developing nations? (15%)
6. a. Explain what is public sphere information society implies.
b. Justify the claim that there is a decline in public sphere information society.
c. Using detailed explanation, show how communication impacted on the successful conclusion of the Nigerian 2015 presidential elections.(15%)