

NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE 1084
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

FEB 2018 EXAM

COURSE CODE: JLS845
COURSE TITLE: ISSUES IN COMMUNICATION TECHNOLOGY AND POLICY
UNIT: 3
TIME: 2 ½ HOURS

INSTRUCTION: ANSWER QUESTIONS ONE AND ANY OTHER THREE.

1. a. Where technology is taking mankind to is unpredictable, especially as regards the field of communication. Explain the correctness of this assertion.
b. Discuss the interface between communication and technology.
c. Show the six features and five classes of technology.
d. With the powers assigned to it, UNESCO is capable of using communication to improve the lot of mankind. How? What are its four basic principles for guaranteeing individual's right to communication.(All 25%)
2. Inventions have aided man in communication in all fields as well as in the area of visual expression.
a. Show the importance of visual communication vis-a-vis the interface of technology.
b. Name and discuss eight points of how to address global communication imbalance. (15%)
3. Some communication commentators are of the opinion that the mainstream media are no more able to meet the needs of the majority of media audience and advocated for what they call alternative communication.
a. Discuss five of the reasons that led to its emergence.
b. Explain the five main principles which emancipatory media model showcase as advocated by McQuail. (15%)
4. a. Professionals, national and transnational companies play key roles in communication. While x-raying the inevitability of such functions, show in details how these roles are played.
b. What are the factors responsible for regional inequality in communication? (15%)
- 5a. Discuss fully the relationship between interpersonal and mediated communication.
b. What are the links between opinion leadership and interpersonal/mediated communication?
c. Explain the attributes of an opinion leader. 15%)
- 6a. Name and discuss fully the clear indicators of communication inequalities and barriers within Nigeria.
b. Of what importance are communication technologies in bridging these gaps?(15%)