



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

2019_1 EXAM

COURSE CODE: MAC311

**COURSE TITLE: INTERNATIONAL COMMUNICATION & WORLD
MEDIA SYSTEM**

UNIT: 3

TIME 3 HRS

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

1. It has been convincingly argued that communication is a system. Justify the argument by explaining how the five key components of communication influence one another during communication process. **(17¹/₂ Marks)**
2. Using at least five of the essence of internal communication as the impetus, justify the need for international communication for the socio-political and economic development of Nigeria. **(17¹/₂ Marks)**
3. With at least two examples under each, identify and discuss any five international activities that compel international communication. **(17¹/₂ Marks)**
4. The direction of international news and how each country is covered depend on the influence such a country has in the international relations to others. Discuss the three major flows of international news and how each influence international information and communication exchange. **(17¹/₂ Marks)**
5. Identify any three international news agencies and discuss their inherent qualities and contributions to international news flow. **(17¹/₂ Marks)**
6. Identify five major international film industries and discuss their contributions to international communication and information flow.