



**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: MAC311
COURSE TITLE: INTERNATIONAL COMMUNICATION & WORLD MEDIA SYSTEM
UNIT: 3**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS ALL THE QUESTIONS CARRY EQUAL MARKS.**

1. International communication, the form of socio-economic, political, cultural and technological intercourse between and among nations at governmental, corporation and individual levels has been in existence for centuries but intensified with advance in transportation, information and communication technology with great impact on peaceful coexistence and development of the world as a whole. Discuss. Enumerate and discuss five (4) types of development in today's world resulting from the possibility of international communication. **(17½ Marks)**
2. From oral through electronic to the new media communication epoch, international communication has been advanced, particularly in terms of fastness and vastness of transmission and reach of information, respectively. What are the attributes of new media that increase and ease international communication? Explain the development of the Internet and the new media has intensify communication between and among the actors in international communication arena. **(17½ Marks)**
3. Unlike local/national media that are always owned and controlled by government and used to promote government policy, international media ownership is within the purview of private corporation with commercialisation and profitisation as the major objectives. Discuss. Explain four (4) external mechanisms of control of international media that influence who and what gets discussed in the international public sphere. **(17½ Marks)**
4. (a) International communication is greatly influenced by dominant/hegemonic ideology that confers advantage on the western nations over other nations of the world. Discuss. **(17½ Marks)**

(b) Explain how communication is instrumental homogenisation of global culture via the mechanisms of Americanisation and westernisation. **(17¹/₂ Marks)**

5.
 - (a) What are the characteristics that media stations need to possess before they can be considered as being international?
 - (b) Identify and discuss four (4) international news sources. **(17¹/₂ Marks)**

6.
 - (a) The inability to source all the news needed by media organisations makes them dependent on news agencies. Explain the operation of news agencies
 - (b) Discuss the major functions of national news agencies. **(17¹/₂ Marks)**