



**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: MAC416
COURSE TITLE: SOCIOLOGY OF MASS COMMUNICATION
UNIT: 2

INSTRUCTION: ANY THREE QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.

- 1a. Define and briefly explain the term sociology.
- 1b. Discuss the functionalist view of media in the society.
- 1c. Explain the criteria that qualifies a group to attain the status of a society. **(23¹/₂ Marks)**

- 2a. List the traditional mass media genres.
- 2b. Using Nigerian socio-political environment discuss the functions of mass media in society. **(23¹/₂ Marks)**

- 3a. Explain the term society as a sociological concept.
- 3b. Mention and explain the functions of a society to the operations of the mass media **(23¹/₂ Marks)**

- 4a. Explain the construct, media control.
- 4b. Discuss with relevant examples the dominant media control system in Nigeria. **(23¹/₂ Marks)**

- 5a. What is social change?
- 5b. Offer detailed discussion of mass media as agent of socialization and social change. **(23¹/₂ Marks)**