



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_2 EXAMINATION**

COURSE CODE: JLS815
COURSE TITLE: ADVANCED THEORIES IN MASS COMMUNICATION
UNIT: 3
TIME: 3HRS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

1. If communication theories are regarded as consisting of generalisations derived from systematic observation and objective analysis of mass media variables employing method associated with empirical research in the social sciences, discuss the **seven (7)** steps involved to arrive at social scientific theories. **(25 Marks)**
2. Examine any five (5) normative theories and explain how each influence media practices in the societies where they are in use. **(15 Marks)**
3. With the aid of diagram, briefly discuss the ten features of the HUB Communication Model of 1974. **(17¹/₂ Marks)**
4. Elucidate on the five (5) structures of Harold Lasswell Model of Communication and how each influences the others. **(15 Marks)**
5. Discuss any three of the ecosphere (environment) factors that influence the incorporation of the traditional media into the development communication process and theoretical consideration. **(15 Marks)**