



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE, NNAMDI AZIKIWE
EXPRESSWAY, JABI, ABUJA
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION.

COURSE CODE: MAC 416
COURSE TITLE: SOCIOLOGY OF MASS COMMUNICATION
UNIT: 3
TIME: 3HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Examine five elements and characteristics of a human society and their impact on mass communication in the developing world. **(17¹/₂ Marks)**
2. Enumerate five functions of the mass media in African societies. **(17¹/₂ Marks)**
3. As a trained journalist, outline seven concrete ways the mass media could be used to assist an illiterate community in Africa **(17¹/₂ Marks)**
4. The press is very powerful as it can build, and at the same time, destroy the society. Based on this assertion and power, describe five Libertarian functions of the Press and its role in the society **(17¹/₂ Marks)**
5. Enumerate, with relevant examples, seven characteristics of a free press society **(17¹/₂ Marks)**