



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_2 EXAMINATIONS_**

COURSE CODE: JLS 815
COURSE TITLE: ADVANCED THEORIES IN MASS COMMUNICATION
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. Formulation of theories takes some steps. Write elaborately on eight (8) steps involved. **25 marks**
2. There are some Conventional Criteria for identifying a good theory. Explain five (5) of them. **15 marks**
3. Explain six (6) factors influencing Gatekeeping decisions. **15 marks**
4. There are some key features and values of the Surveillance Information Society. Expatiate on five (5) of these. **15 marks**
5. a. Explain Post-Fordist Information Society Perspective. **3 marks**
b. Discuss four (4) key features of the Post-Fordist Information Society. **12 marks**