



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\_

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COURSE CODE: JLS 845  
COURSE TITLE: Issues in Communication Technology and Policy  
UNITS: 3  
TIME: 3 HOURS  
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. (a.) Today's contemporary world is saddled with various debates on Communication. Enumerate and explain the major issues that dominate these debates in modern communication. What are their sources?  
(b.) Identify and discuss at least five of the features of the major issues that dominate debates in modern communication (25 Marks)
2. To be regarded as valid and to be acceptable as a valid Policy Document, some specific items are expected to be the components of a Policy Document. List and discuss at least five of these items. (15 Marks)
3. In what ways have the functions of communication technology visibly impacted on the society? (15 Marks)
4. The 20<sup>th</sup> Century catapulted the world into a new information dissemination era, an era of New Communication Technologies. As a Post Graduate Student in the field of Mass Communication, justify the values or potentials of these technologies? Discuss at least five (5) of these potentials.
5. Write short Notes on any 3 (three) of the following:
  - Distributive Policy
  - Decolonisation.
  - Democratisation of Communication
  - Communication imbalance within countries e.g Nigeria.
  - Regional Disparities in communication

percent decline in turnover. Yesterday evening you listened to the news at seven and heard about the following major developments in the economy:

- I. A decline in the inflation rate of 2 percent for the year.
- II. A decrease in the interest rate of 2 percent for the past year.
- III. An increase in unemployment of 5 percent, with specific reference to the high level of unemployment in the country.
- IV. A growth in fast-food enterprises of 20 percent over the last year.
- V. A decline in the per capita personal disposable income of 10 percent during the last year.
- VI. New legislation whereby more females must be employed in the existing workforce.

After listening to this news you spent the whole night thinking about it and the implications for your business. This morning you phoned your consultant on Business Service Provider (BDSP) for advice. The consultant advised you to do a SWOT analysis of your business. **Draw up a list of its strengths and weaknesses, and current opportunities and threats. (20 marks)**

5. (a) Business people have attempted so much while striving to get effective process of Planning. Explain 5 steps of the planning process  
(b) Marketing Management versus marketing strategy

**(20 marks)**