



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

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

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Explain seven types of class and their influence on journalism practice in Nigeria (17¹/₂ Marks)
2. Examine seven duties of the Mass Media to the rural community in Nigeria (17¹/₂ Marks)
3. Discuss seven traditional functions of the press and how the press can be positively used to change the society (17¹/₂ Marks)
4. Outline and narrate five evolution of cable television and how it has marked the media evolution in Nigerian societies. (17¹/₂ Marks)
5. Identify and discuss four forms of Media ownership in Nigeria (17¹/₂ Marks)

4a) Explain three aspects of verbal messages and two aspects of non-verbal messages which a persuader has to consider in an interpersonal setting. **(10 marks)**

b) As a campaign manager for your political candidate, discuss practical ways in which you would apply verbal and non-verbal messages to persuade the electorate to vote for your gubernatorial candidate. **(13 marks)**

(23 marks/40 minutes)