



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Expressway, Jabi, Abuja.
Faculty of the Social Sciences
Department of Mass Communication
2024 1 EXAMINATION

COURSE TITLE: MEDIA AND SOCIETY

COURSE CODE: JLS 713

CREDIT UNIT: 3

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.

- 1) a. Explain the six normative theories of the media.
b. Country's operation of theories has always been a little bit to the left and a little bit to the right. Discuss the kind of theories of the mass media operational in Nigeria. (17.5 Marks)
- 2) a. In line with the major objective of Press Council establishment, highlight five functions of the Council.
b. The general saying in Africa that all fingers are not equal is applicable to social interactions among members of the society. What does social structure mean to you? (17.5 Marks)
- 3) a. Analyze how the media fertilized the seed of imperialism and through which media instrument.
b. Examine five different types of media technology and how they have contributed in revolutionizing communication during the past decade. (17.5 Marks)
- 4) a. X-ray with seven points the inter-mutual relationship between the media and the economy.
b. Justify the adoption of multi-media selection approach for developmental programmes. (17.5 Marks)
- 5) a. Globalization and the mass media are like two individuals in a symbiotic relationship. Discuss.
b. List and explain five sources of news available for a journalist. (17.5 Marks)