



NATIONAL OPEN UNIVERSITY OF NIGERIA
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FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: JLS815
COURSE TITLE: ADVANCED THEORIES IN MASS COMMUNICATION
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

- 1(a). Using its conceptual meaning and key feature and value, explain the informational capitalist society as an exploitative mechanism of super corporations.
- (b). What is surveillance information society perspective and what are its features and values?
- 2(a). Briefly discuss the key elements of communication process identified by Shannon and Weaver in their trail-blazing effort at modelling of communication process.
- (b). Explain the contributions of Harold Lasswell to the field of communication through his functional perspective, verbal model, the correspondence between his verbal model and Shannon and Weaver's model and journalistic adaptation of the verbal model.
- 3(a). Using their salient features, explain the significances of the dominant and alternative theoretical paradigms of development communication.
- (b). Why does bad news consider preferred news in the media coverage?
- 4(a). Using their main propositions, explain how identification theory and generalization theory contribute to professional socialisation of media professionals.
- (b). Describe how media content consumers can act as gatekeepers through the instrumentalities of selective consumption and suit in defence of right of privacy.
- 5(a). Define and enumerate the key features and values of the post-modern information society.
- (b). Explain how globalisation has made commodification of culture a seemingly irresistible development in the contemporary time.