



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: MAC 311
COURSE TITLE: INTERNATIONAL COMMUNICATION AND MEDIA SYSTEM
UNIT: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR QUESTION, ALL QUESTIONS CARRY
EQUAL MARKS.

- 1a. Communication is a commodity without substitute. Discuss. (10 Marks)
- 1b. "He who pays the piper calls the tune" is an adage in the media world, explain the meaning as it concerns newspaper ownership. (7¹/₂ Marks)

- 2a. Explain what external control means as it concerns international communication. (10 Marks)
- 2b. Discuss how international media are externally controlled. (7¹/₂ Marks)

- 3a. With proper examples, explain how the government control the media. (10 Marks)
- 3b. Explain how advertisement is used to control the media. (7¹/₂ Marks)

- 4a. Discuss those things that hinder free flow of information in the international frontier. (10 Marks)
- 4b. Write all you know about Pan-African News Agency (PANA) (7¹/₂ Marks)

- 5a. It is said that communication has not taken place unless there is feedback. Explain what feedback means in communication (8¹/₂ Marks)
- 5b. Explain how Pan-African News Agency (PANA) differ from other news agencies. (9 Marks)