



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2024\_2 EXAMINATION**

**COURSE CODE:** MAC416  
**COURSE TITLE:** SOCIOLOGY OF MASS COMMUNICATION  
**UNITS:** 2  
**TIME:** 2 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO

1. (a) Quote any **three** common definitions of sociology and explain how they are related to mass communication. **(15 marks)**  
(b) The scope of sociology is in three main areas. Discuss the **three main areas** in relevance to mass communication. **(15 marks)**
2. Certain conditions and mores that regulate individual behaviour towards one another are regarded as codes of conduct. Discuss the **four (4)** codes of conduct. **(20 marks)**
3. Highlight and examine any **five (5)** of the major characteristics of culture. **(20 marks)**
4. Discuss the **four (4)** basic normative theories and how each influences the media relationship with the society. **(20 marks)**