



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2025\_2 EXAMINATIONS.**

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**COURSE CODE: JLS813**  
**COURSE TITLE: MEDIA AND SOCIETY**  
**CREDIT UNITS: 3**  
**TIME: 3 HOURS**  
**INSTRUCTION: ANSWER ANY FOUR QUESTIONS**

1. (a) Establish a relationship between modern communication systems and traditional communication system. (3.5 Marks)  
(b) Outline and discuss three (3) characteristics of the mass media. (6 Marks)  
(c) Discuss four (4) functions of the mass media (that is, apart from the provision of information, education and entertainment. (8 Marks)= **(17.5 Marks)**
2. (a) Why do we need to study theories? (3.5 Marks)  
(b) Account for four (4) ways in which the government can exercise control over the television station owned by it. (14 Marks) = **(17.5 Marks)**
3. (a) Why are press councils established? (3.5 Marks)  
(b) Why should a mass communicator be conversant with the social structure of the society? (3.5 Marks)  
(c) Establish a relationship between the mass media and globalisation. (10.5 Marks) = **(17.5 Marks)**
4. (a) Give a detailed discussion of cultural imperialism. (4 Marks)  
(b) What are social institutions? Ensure that you itemise three examples of social institutions. (4 Marks)  
(c) Establish a relationship between the mass media and social institutions. (9.5 Marks) = **(17.5 Marks)**
5. (a) Provide a detailed account of the social effects of the mass media with home grown examples. (12 Marks)  
(b) Give a brief account of the mass media and governance. (5.5 Marks) = **(17.5 Marks)**