



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION**

COURSE CODE:

JLS813

COURSE TITLE:

MEDIA AND SOCIETY

CREDIT UNITS:

3

TIME:

3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. (a) Give a description of each of the following contexts of communication.
(i) Group communication (4 Marks)
(ii) Intrapersonal communication (4 Marks)
(iii) interpersonal communication (4 Marks)
(iv) Mass communication. (5.5Marks) Ensure you support your discourse with appropriate examples. **=(17.5 Marks)**
2. Discuss each of the following.
(a) Authoritarian Media Theory (3.5 marks)
(b) Libertarian Theory (3.5 marks)
(c) Democratic Participant Theory (3.5 marks)
(d) Social Responsibility Theory (3.5 marks)
(e) Development Media Theory (3.5 marks)
3. (a) Identify five (5) differences between the print media and the broadcast media.(7.5 Marks)
(b) Explain five (5) functions of press councils. (10 Marks)**=(17.5 Marks)**
4. (a) Describe (i) the character of the following classes of people in the Nigerian society and their patterns of interaction. **The Peasants; The Lumpen.** Feel free to use a table if you think that will make your description clearer. (12 Marks)
(b) How can we link the mass media with social change? (5.5 Marks) **=(17.5 Marks)**
5. (a) What does “ethics” mean? Why should we regard ethics as important in journalism? (5.5 Marks)
(b) These items are part of the journalistic code of ethics. Discuss any four of them.
(i) Accuracy and Fairness (3 Marks)
(ii) Privacy (3 Marks)
(iii) Decency (3 Marks)
(iv) Reward and Gratification(3 Marks)
(v) Privilege/Non-Disclosure (3 Marks)**=(17.5 Marks)**