



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

**COURSE CODE: MAC 311**

**COURSE TITLE: INTERNATIONAL COMMUNICATION AND MEDIA  
SYSTEM**

**CREDIT UNITS: 3**

**TIME: 2 HOURS**

**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO**

**1a. What makes an international station?**

**1b. Discuss the concept of news flow. 30Marks**

**2a. Highlight and discuss the three forms of news agency.**

**2b. What is your understanding of horizontal news flow in sending media messages?  
20Marks**

**3. How does the following types of media measure their audience?**

**i. Print ii. Radio/TV iii. Internet iv. Film**

**20Marks**

**4. Enumerate and discuss five reasons for the establishment of Pan-African News Agency.**

**20 Marks**