



**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