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**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**

**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

 **JUNE, 2017\_1 EXAMINATIONS**

**COURSE CODE: MAC311**

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

**UNIT: 3**

INSTRUCTION: **ANSWER ANY FOUR QUESTIONS** TIME: **3 HOURS**

1. If you are one of the representatives of NOUN students in an annual conference of Nigerian students titled, “Communication at the core of development”, discuss at least seven reasons why communication is essential in human lives.**(171/2 Marks)**
2. Discuss at least five characteristics of international communication. **(171/2 Marks)**
3. Prove that each of the components of communication process is important to ensure that effective communication take place and communication process is complete. **(171/2 Marks)**
4. Why do you think studying international communication is crucial in the field of mass communication and media studies? **(171/2 Marks)**
5. Discuss the following ideological principles in relation to international communication and media system:
6. Media hegemony
7. Cultural globalization
8. Americanisation
9. Westernization
10. Intercultural communication principle
11. Vertical news flow
12. Horizontal news flow **(171/2 Marks)**
13. With examples and or illustrations where applicable, discus not less than five of the sources of international news.**(171/2 Marks)**