

NATIONAL OPEN UNIVERSITY OF NIGERIA UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA FACULTY OF SOCIAL SCIENCES DEPARTMENT OF MASS COMMUNICATION SEPTEMBER 2020_1 EXAMINATION

COURSE CODE:JLS 815COURSE TITLE:ADVANCED THEORIES IN MASS COMMUNICATIONUNIT:3

INSTRUCTION:ANSWER ANY FOUR QUESTIONSTIME:3 HOURS

1. (a) What is a theory? State any three definitions of theory.

(b) Discuss the characteristics of a good theory. $(17^{1}/_{2} \text{ Marks})$

2. (a) Discuss the Authoritarian Media Theory.

(b) With clear examples, relate the authoritarian media theory to modern-day Nigeria. $(17^{1}/_{2} \text{ Marks})$

3. Identify and discuss the four perception theories. (17¹/₂ Marks)

4. Discuss (i) the Psycho-Dynamic Model, and (ii) the Socio-Cultural Model of persuasion. $(17^{1}/_{2} \text{ Marks})$

5. Identify and discuss the main features of the social marketing theory. (17¹/₂ Marks)

6. (a) What do you understand by the term "post-industrial information society"?
(b) Discuss the key features of the post-industrial information society. (17¹/2 Marks)