



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

COURSE CODE: MAC 314

COURSE TITLE: ISSUES IN MASS MEDIA IN NIGERIA

UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER ANY THREE QUESTIONS.

1. Give an account of four (4) challenges facing the print media in Nigeria. **(23.5 Marks)**

2. Ever since Henry Townsend published the first newspaper in Nigeria called *Iwe Irohin*, the publication's success has paved way for other forms of print media to follow. Discuss five ways in which some improvement has taken place in the industry over time, till date. **(23.5 Marks)**

- 3a. Your Japanese friend who is visiting Nigeria for the first time is baffled, as he has heard that journalists are given "Brown Envelopes". Give him an explanation of the issue of "Brown Envelopes" and journalism in Nigeria .
b. identify and explain three (3) dominant settings under which "Brown Envelopes" are usually offered. **(23.5 Marks)**

4. a. Explain the major provisions of the Newspaper Ordinance of 1903.
b. The newspaper ordinance has some suffocating implications for newspaper business in Nigeria. Identify and explain three of those stifling implications. **(23.5 Marks)**

5. Explain four (4) reasons behind the call for broadcast deregulation in Nigeria, prior to the actual deregulation. **(23.5 Marks)**