



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION**

COURSE CODE: JLS 813

COURSE TITLE: MEDIA AND SOCIETY

UNITS: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS.

1. (a) Identify six (6) forms of African communication systems. (b) What are the strengths of African communication? (c) What have the critics of African communication put forth as its weaknesses **(17.5 Marks)**
2. (a) Differentiate between print and electronic media. (b) Outline the various characteristics of the mass media. **(17.5 Marks)**
3. Discuss seven (7) functions of the mass media. You may give details and examples in your discussion. **(17.5 Marks)**
4. (a) Give an account of (i) development media theory; (ii) social responsibility theory. (b) Outline and discuss four methods of media control.
5. Discuss the relationship between culture and the mass media. (b) Discuss the relationship between social change and the mass media. **(17.5 Marks)**

TOTAL: 70 MARKS