



**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 815

COURSE TITLE: ADVANCED THEORIES IN MASS COMMUNICATION

UNIT: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. a. Attempt four (4) definitions of theory by different scholars. **10 marks**
b. Theory has some attributes. Explain five (5) of these attributes. **15 marks**

2. Discuss five (5) Socialisation Theories. **15 marks**

3. According to the critical and cultural theorists, there are some deleterious consequences of the elite's practice of lifting bits and pieces of everyday culture out of their contexts and repackaging them for marketing. Discuss five (5) of these consequences. **15 marks**

4. Baran & Davis (2003) identified some features of Social Marketing Theory. Explain five (5) of these features.

5. a. Explain three (3) differences between Theory and Myth. **9 marks**
b. Explain two (2) differences between Theory and Dogma. **6 marks**