



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: JLS845
COURSE TITLE: ISSUES IN COMMUNICATION POLICY AND TECHNOLOGY
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR QUESTIONS

- 1a) Compare and contrast intrapersonal communication with interpersonal communication. (7.5 marks)
b) List and explain characteristics of mass communication. (10 marks)
- 2a) Trace briefly the origin of modern communication technology. (7.5 marks)
b) Discuss **five (5)** ways how the internet extended the limits of the print and broadcast models. (10 marks)
- 3a) Explain **five (5)** reasons why government's control, regulation or participation in communication is necessary (10 marks)
b) List and discuss any **three (3)** ways in which government control communication activities. (7.5 marks)
- 4a) Outline and discuss the potentials of new communication technologies. (10 marks)
b) By citing relevant examples, explain impact of new communication technologies. (7.5 marks)
- 5a) Write a convincing note on development journalism theory. (7.5 marks)
b) Explain the two (2) main types of development journalism. (10 marks)