



**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 311**  
**COURSE TITLE:               INTERNATIONAL COMMUNICATION AND  
MEDIA SYSTEM**  
**UNITS:                             3**  
**TIME:                             3 HOURS**  
**INSTRUCTION:               ANSWER QUESTION ONE AND ANY OTHER  
THREE QUESTIONS**

1. Unarguably, communication is the bond that brings about social existence and its importance cannot be over – emphasized. List ten common adjectives used with the word ‘communication’ **(25 marks)**
2. Outline and explain five (5) characteristics of International Communication as summarized by Fortner (1993). **(15 marks)**
3. The importance of acquiring knowledge from book cannot be over – emphasized
  - a). State five(s) examples of academic Books **(5 marks)**
  - b). Discuss in detail three (3) roles of books in international communication **(10 marks)**
4.
  - a). Explain briefly the components of film industry **(5 marks)**
  - b). Discuss two reasons in detail on the early development of film industry **(10 marks)**
5. The term new media can be described in several ways by different authors. Explain the definition of the new media by (Manovich (2002) using any of his five(s) simple and concise propositions **(15 marks)**
6. Trace the history of Nollywood film industry in Nigeria emphasising at least 4 points. **(15 marks)**.