



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL**

SCIENCES

MAY/JUNE 2012 EXAMINATION

JLS 715 ADVANCED THEORIES IN COMMUNICATION

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR
QUESTIONS

1. (a) Your professional colleague has just formulated a communication theory, discuss the steps he might have taken to arrive at the theory?
2. (a) Use DeFleur Communication Model diagram as impetus to discuss feedback effect in communication process?
(b) Discuss at least five of the elements in the HUB Model of communication?
3. (a) How do the mass media set agenda?
(b) What is your understanding of Uses and Gratification Theory?
4. (a) Do you agree that Television contributes to violence? How?
(b) You are invited to give a talk on "*Television Violence in a Democratic Setting, An Impediment Hampering Development*", As a professional media practitioner, raise cogent and enough points to defend the allegation against Television?
5. (a) In what capacity does the government act as gatekeeper?

(b) Discuss at least five factors that shape Gate-keeping Decision?

Can the media consumers (media audience) act as Gatekeepers? If yes, how? If no, why not?