



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

**JUNE/JULY 2013 EXAMINATION**

**COURSE CODE: MAC 416**

**COURSE TITLE: SOCIOLOGY OF MASS COMMUNICATION**

**TIME ALLOWED: 3HRS**

**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

1. Carefully explain the interrelationship of the media and the society in the context of their mutual duties to each other. - **17 Marks**
2. Enumerate and explain three normative theories known to you. With examples, explain how the media operate in the different societies where these theories exist. - **17 Marks**
3. List the various types of media ownership known to you and explain fully three of them. - **17 Marks**
4. In what ways can any government control the media. List and explain two other ways the media can be put under control. - **17 Marks**
5. Define Censorship and Press Censorship.
  - b. List and explain the different types of censorship - **17 Marks**
6. Explain the role of the mass media as a messenger of the society.

b. Why are the mass media said to be agents of social change? - **17**

***Marks***