



**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: JLS 813

COURSE TITLE: MEDIA AND SOCIETY

TIME ALLOWED: 3HRS

INSTRUCTIONS: ANSWER QUESTION NUMBER ONE AND ANY OTHER THREE QUESTIONS.

1. Explain, with examples, six key functions of the mass media in your country. Why are the mass media said to be the “fourth estate of the Realm”
2. Discuss the four normative theories of the press and how relevant they are to the societies where they operate.
 - 2 b. How does a theory differ from an assumption? Why do universities teach/study theory?
3. Trace the evolution of the Nigerian mass media from 1800 to the present day. Which of the eras would you consider most beneficial to media practice and why?
4. Define the term communication and explain briefly the following:
 - a. Non-verbal communication
 - b. Process of Communication
 - c. Media Dependency and Media Imperialism
5.
 - a. What is globalization?
 - b. Are the media in your country immune from globalization? Explain your answer.
6.
 - a Explain three theories of media effect known to you. Do you agree that the media exert serious influence on the audience? Justify your answer.

b. Mention the positive and negative effects of the media in your country and explain how they can be improved.