



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MARCH/APRIL 2015 EXAMINATION

COURSE CODE: JLS845

COURSE TITLE: ISSUES IN COMMUNICATION TECHNOLOGY AND POLICY

TITLE OF EXAMINATION: MSc MASS COMMUNICATION

TIME ALLOWED: 3 HOURS

Instruction: Answer questions one and any other three.

1. The emergence of technology has drastically revolutionized the practice of communication.
 - a. Justify the statement.
 - b. With in-depth discussion, distinguish between communication and technology.
 - c. Explain the six attributes and five classes of technology.
 - d. UNESCO is a regulatory agency which, with its four basic principles, guarantees individual's right to communication. Discuss. (25%)
2. McQuail has five different classes of communication issues. Name and explain them with their implication for a contemporary communicator. (15%)
3. Show the interface between interpersonal communication, mediated communication and the concept of opinion leadership. (15%)
4.
 - a. Discuss fully the roles of professionals, national and transnational companies in communication.
 - b. What are the factors responsible for regional inequality in communication? (15%)
5. Although the issue of New World Information and Communication Order seems to be a forgotten one, its realities as an unresolved matter continues to stare on the face of communication policy makers, stakeholders and practitioners. Discuss. (15%)
6.
 - a. With detailed explanation, show communication as an indispensable ingredient of a deepened democratic culture.
 - b. Explain the meaning and implication of development journalism. (15%)