



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MAY/JUNE 2012 EXAMINATION

JLS 613: MEDIA AND SOCIETY
TIME ALLOWED: 3Hours

INSTRUCTION(S): ANSWER ANY FOUR QUESTIONS

1. Both traditional and modern communications are both systems of communication. Discuss the differences and the similarities in the two systems.
2. Media is the plural of medium, which means a channel through which something is carried or transmitted.
 - a. Give mass media an in-depth description
 - b. What are the characteristics of mass media
3. In practical terms it can be difficult to see a country operating one theory of the mass media to the exclusion of the other.
 - a. Which media theory is predominant in Nigeria? Make a justification for this.
 - b. Explain the differences between authoritarian and libertarian theories of the mass media
4. The Nigeria Mass Media has been influenced over the years by social-political, economic and other factors in the course of their operations. Give an over view of the mass media in Nigeria in its match to professionalism.
5. There is no country in the world, where the media enjoys absolute freedom without any form of control from the government.

- a. Mention and discuss three forms of media control.
- b. Do you think the Nigerian press enjoy press freedom?
Discuss

6. The mass media performs some certain functions, mention and discuss.