



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF ARTS AND SOCIAL SCIENCES**  
**MARCH/APRIL 2014 EXAMINATION**

**COURSE CODE:** MAC 416

**COURSE TITLE:** SOCIOLOGY OF MASS COMMUNICATION WRITING

**TIME ALLOWED:** 3 Hours

**INSTRUCTION:** Answer questions one and any other three.

1. List and explain the four normative theories of the press. With examples, explain how each theory works in any given society like Nigeria.

(25 Marks)

2. Discuss the relationship between the media and the society and show how clearly they support each other.

(15 Marks)

3. Define the two terms 'Censorship' and 'Press Censorship'. Enumerate and explain the different types of censorship.

(15

Marks)

4. What are the ways a government can put the media under check. Discuss the advantages and disadvantages of government control of the media.

(15MARKS)

5. 'The mass media are the agents of change in a society'; clearly explain this statement. What are the roles of the mass media as messengers of the society?

(15 Marks)

6. Identify and explain fully the various types of media ownership in Nigeria. Give two advantages of each of them.

(15 Marks)