



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY VICTORIA ISLAND
LAGOS

OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

Course Code: JLS713
Course Title: MEDIA AND SOCIETY
Instruction: ANSWER FOUR QUESTIONS
Time Allowed: 2HOURS

QUESTION 1 (a) Both mass media and African trado-communication share some differences and similarities. Compare and contrast. **(15Marks)**

(b) Write short notes on the following:

- (i) Democratic participant theory
- (ii) Authoritarian theory
- (iii) Libertarian theory
- (iv) Social responsibility theory **(10marks)**

QUESTION 2 (a) Discuss the mass media by explaining the stages they have gone through in their march to professionalism in the context of the Nigerian society. **(10 marks)**

(b) (i) List and explain three forms of media ownership. **(8 marks)**

(ii) Outline and discuss forms of media control. **(7 marks)**

QUESTION 3 (a) The Press Councils are desirable and inevitable in the practice of journalism. What are the functions of the Press Council? **(15marks)**

(b) The Press Council works through four committees. Mention and discuss at least two responsibilities they are charged with. **(10 marks)**

QUESTION 4 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. **(10marks)**
- b. What are the characteristics of mass media? **(15marks)**

QUESTION 5 (a) Culture is the way of life and the mass media outlets are transmitters of culture from one place to another. Discuss the relationships that exist between culture and mass media. **(10 marks)**

(b) Succinctly define the term Social Change. **(8marks)**

(C) Discuss the different approaches to Social Change. **(7marks)**

QUESTION 6 Mass Media can be used to facilitate to facilitate social change as they perform remarkable functions in the society. Discuss the relationship between social change and mass media. **(25 marks)**

