



**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 815**

**COURSE TITLE: ADVANCED THEORIES IN COMMUNICATION**

**TIME ALLOWED: 3HRS**

**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS**

1. A media professional has recommended that Alternative Paradigm of development communication is more suitable in Nigeria than Dominant Paradigm. Highlight the feature of Alternative Paradigm and give reasons to support its suitability in Nigeria. **(25 Marks)**
2. Itemise and discuss the steps involved in the formulation of a theory. **(25Marks)**
3. (a) As an introductory part of the speech you are about to deliver on "***The Essence of Communication Theories in Media Research***", discuss various categories of theory. **(15 Marks)**  
(b) What is your understanding of the Uses and Gratification Theory?  
**(10 Marks)**
4. As a professional media practitioner, write to convince on the topic, "***Television Violence in a Democratic Setting, An Impediment Hampering Development***"  
**(25 Marks)**
5. (a) In what capacity does the government act as gatekeeper? **(10Marks)**  
(b) Discuss at least five factors that shape Gate-keeping Decision. **(15Marks)**
6. (a) With the aid of diagram, discuss the key element in Harrow Laswel Model of communication. **(15 Marks)**

(b) Use the DeFleur Communication Model diagram as impetus to discuss feedback effects in communication process. **(10 Marks)**