



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF ARTS & SOCIAL SCIENCES  
JANUARY/FEBRUARY 2013 EXAMINATION**

**Mass Communication Unit**

**FIRST SEMESTER EXAMINATION (2012/2013 SECTION)**

**COURSE CODE: JLS 815**

**COURSE TITLE: ADVANCED THEORIES IN COMMUNICATION  
UNIT: 3**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS  
TIME: 3 HOURS**

1. Itemise and discuss the steps involved in the formulation of a theory.
2. (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.  
(b) What is your understanding of Uses and Gratification Theory?
3. (a) Do you agree that Television contributes to violence? How?  
(b) You are invited to give a talk on "***Television Violence in a Democratic Setting, An Impediment Hampering Development***". As a professional media practitioner, raise cogent and enough points to defend the allegation against Television.
4. (a) In what capacity does the government act as gatekeeper?  
(b) Discuss at least five factors that shape Gate-keeping Decision.
5. 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.
6. (a) Use the DeFleur Communication Model diagram as impetus to discuss feedback effects in communication process.

(b) Discuss at least five of the elements in the HUB Model of communication?.