



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

OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

COURSE CODE: JLS815
COURSE TITLE: ADVANCED THEORIES IN
COMMUNICATION
UNIT: 3
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO
TIME: 2 HOURS

1. Discuss with relevant examples the following theories:
 - a. Magic Bullet/Hypodermic Needle theory (6 Marks)
 - b. Social Responsibility theory (6 Marks)
 - c. Development Media theory (6 Marks)
 - d. Agenda Setting theory (6 Marks)
2. A media professional has recommended that Alternative Paradigm of development communication is more suitable in Nigeria than Dominant Paradigm. Justify the suitability of the Alternative Paradigm (23 Marks)
3. Itemise and discuss the steps involved in the formulation of a theory.

(23 Marks)
4. (a) In what capacity do the consumers act as gatekeepers? (13 Marks)
(b) Discuss at least five factors that shape Gate-keeping Decision. (10Marks)

5. (a) With the aid of relevant diagram, discuss the key elements in the HUB Model of communication.
(13Marks)
- (b) Use the DeFleur Communication Model diagram as impetus to discuss feedback effects in communication process.
(10 Marks)