



NATIONAL OPEN UNIVERSITY OF NIGERIA
SCHOOL OF ARTS AND SOCIAL SCIENCES
MASS COMMUNICATION PROGRAMMES
MARCH/APRIL 2014 EXAMINATION

COURSE CODE: JLS815

COURSE TITLE: ADVANCED THEORIES IN MASS COMMUNICATION

TIME ALLOWED: 3 HOURS

Instructions: Answer Question 1; either of Questions 2 or 3 and, any other two from Questions 4, 5 and 6.

Q 1) [a]: What is the difference between Hypothesis, Theory and Dogma?

[b]: Describe three “Normative Theories”.

[c]: Which one of the three theories described above is closest to the Nigerian media system; and why? (30 marks).

Q 2) The Uses and Gratification and Media Agenda-setting Theories are dominant paradigms in media effects studies. Discuss. (20 marks)

Q 3) [a]: How would you describe Gate-keeping as a concept in media studies?

[b]: Explain the following – (i) Internal Gate-keeping (ii) External Gate-keeping. (20 marks).

Q 4) With relevant examples, define:

[a] Two Cultural Criticism theories

[b] Name two consequences of the “commodification of culture” (10 marks).

Q5) Define Semiosis; and, give two examples respectively of the strengths and weaknesses of the Social Semiotics theory. (10 marks).

Q6) Define any two of the following: [i] Information Society [ii] Post-Industrial (Information) Society [iii] Surveillance (Information) Society [iv] The Information Capitalist Society (10 marks).