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**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 713**

**COURSE TITLE: MEDIA AND SOCIETY**

**TIME ALLOWED: 3HRS**

**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS**

**QUESTION 1:**

The Media are the vehicles for message conveyance.

(a) Give an in-depth definition of the mass media. 10 marks

1. What are the characteristics of mass media? 15 marks

**QUESTION 2:**

The fact that the mass media are off-shoot of traditional communication even though they are complex and sophisticated in technology and have a wide reach than trado-communication. Explain the relationship between trado-media and the mass media. 25 marks

**QUESTION 3**

(a) Give an in depth definition of communication. 10 marks

(b)Mention and discuss three types of communication that you know. 15marks

**QUESTION 4**

Apart from the traditional or conventional functions of the mass media, i.e.to inform, educate and entertain, the mass media also perform other numerous functions. Mention and discuss four of such functions of the mass media. 25 marks

**QUESTION 5** Whatare the differences betweenthe Authoritarian and Libertarian theories of the mass media? Cite instances of countries they are currently operational. 25 marks

**QUESTION 6**

In mass media, the classification is carried out according to the medium involved in the process of conveying messages.

1. Explain the various classifications of mass media. 10 marks
2. Highlight and discuss at least four areas where print and electronic media differs.15 marks