



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE CODE: JLS713 EXAMINATION

COURSE TITLE: MEDIA AND SOCIETY

UNIT: 3

TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS.

1. What role does the 'transmitter' play in the communication process, and how does it differ from the 'receiver'? (17.5 marks)
2. Traditional African communication systems differ from modern communication methods in terms of their forms, effectiveness, and the challenges they address. How do these two systems meet the needs of their respective audiences, and what are the limitations of each? (17.5 marks).
3. There are different types of magazines. Describe each type, focusing on how they cater to different audiences and what their distinct features and purposes are (17.5 marks).
4. Explain the traditional functions of the mass media and discuss how these functions contribute to societal development and individual well-being (17.5 marks).
5. Discuss the contemporary class structure in Nigeria, considering the various classes and highlighting how they interact with and influence each other (17.5 marks)
6. Identify and discuss the approaches to social change, and explain with relevant examples how each approach can influence social transformation (17.5 marks).