



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

COURSE CODE: JLS815
COURSE TITLE: ADVANCED THEORIES IN MASS
COMMUNICATION
CREDIT UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. Provide 10 criteria that can help us identify good theories. Feel free to back up your claims with examples, if you have any. (17.5 Marks)
2. Describe eight (8) steps involved in the formulation of theories. (17.5 Marks)
3. (a) Theory and myth appear to have several features in common but they are not the same. Provide four similarities and differences between theory and myth. (8 marks)
(b) Some scholars draw our attention to three attributes of Mass Communication as a science; as an art and as a skill. Discuss. (9.5 marks)
4. (a) Provide an explanation of the arrival of the concept of development journalism into the field of mass communication. (8.5 marks)
(b) Give a detailed description of the development media theory. (9 marks)
5. (a) Mention five (5) social-scientific theories. (2.5 marks)
(b) Identify five (5) critical-cultural / cultural criticism theories. (2.5 marks)
(c) Give a description of the Social Marketing Theory. To what kind of communication effort can it be channeled? (7 marks)
(d) What is persuasion? (5,5 marks)