



NATIONAL OPEN UNIVERSITY OF NIGERIA
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE CODE: MAC 416
COURSE TITLE: SOCIOLOGY OF MASS COMMUNICATION
CREDIT UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO.

1a. Socialisation is important for the survival of the individuals in the society. Discuss five (5) importances of socialisation. **15 marks**

b. The media perform some duties to the rural community in specific ways. Explain five (5) ways the media can assist the rural community. **15 marks**

2. Culture has some characteristics. Explain five (5) of them with examples. **20 marks**

3. There are different kinds of media ownership all over the world. Discuss four (4) of them. **20 marks**

4a. State the characteristics of a free press society. A free press society must have some characteristics. Elucidate six (6) of the characteristics. **15 marks**

b. Explain the following: (i) Teletext (ii) Videotext **5 marks**

5a. Sociology concerns itself with social relationship. It has three (3) scopes. Explicate the scopes. **7.5 marks**

b. Symbolic Interactionism is one of the Sociological Perspectives. Explain five (5) basic principles of Symbolic Interactionism. **12.5 marks**