



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

COURSE CODE: MAC424

COURSE TITLE: INTERNATIONAL ADVERTISING AND PROPAGANDA

CREDIT UNITS: 3

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION ONE

What three factors distinguish international advertising from domestic advertising?
(25 marks)

QUESTION TWO

In what three ways does cultural context impact advertising messages globally?
(15 marks)

QUESTION THREE

What three roles does language play in international advertising? **(15 Marks).**

QUESTION FOUR

In what three ways does propaganda differ from persuasive communication? **(15 Marks)**

QUESTION FIVE

What three historical events have shaped international propaganda efforts? **(15 Marks)**

QUESTION SIX

Expound on any three functions and three characteristics of propaganda? **(15 Marks)**