ELIZADE UNIVERSITY,

ILARA-MOKIN,

ONDO STATE

FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

COURSE CODE: MAC 303

COURSE TITLE: MASS MEDIA & SOCIETY

DURATION: 2 HOURS

INSTRUCTIONS:

(a) Answer only **THREE** questions.

(b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets are used, each page should carry the numbers.

(c) All Questions carry equal marks

(d) All answers must be clearly and correctly numbered

(e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly.

1. The following are issues in the media and its societal impact: ideas convergence, funding challenges, news versus advertising, paid news, advertising and public relations, editor–publisher influences, governance, economic issues and the global pandemic. Select **four (4)** of these issues and give a detailed explanation of how they impact the socio-political, cultural, and economic systems.

2. From your media exposure during your previous internship programmes and what you have learnt so far, discuss the impact of the mass media on society using the electronic media as an example.

3. Write short notes on any **4 (four)** of the following media concepts:

   a) Media Relations
   b) Communication Process
   c) Social Institutions
   d) Media Theories
   e) Freedom of the Press
   f) Citizen Journalism
   g) Audience Stratification

4. Technology has been instrumental to the development of humanity. This has, however, led to cultural, ideological, socio-political, economic dependency, and communication biases particularly by the developed economies. **Discuss** these challenges and opportunities for development in the light of the various technologies and their societal impact.

5. Inter-cultural communication is an important element in the consideration of mass media and society. Describe its negative and positive impact and suggest ways in which the challenges posed can be addressed.