



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
2022/2023 SECOND SEMESTER EXAMINATION

DATE: June, 2023

COURSE TITLE: INTERNATIONAL COMMUNICATION

COURSE CODE: CMA 408

TIME ALLOWED: 3 HOURS

INSTRUCTION: Answer any three Questions. Question 1 is compulsory.

1. Define International Communication as a Nigerian living in Nigeria. Why do you think the study of International Communication is important for students in Communication Arts? What can you do with the knowledge that you already have, of the workings of media organisations locally and globally? **30 Marks**

2. Write short but powerful notes on the following concepts, as it relates to International Communication. Drive your points with local examples.
 - a. Cultural commodification
 - b. Intentionality
 - c. Channels and content
 - d. Distribution Technology
 - e. Cultural dominance**20 Marks**

3. Trace the historical development of International Communication from the era of Oral Communication to the era of New Media. What remarkable developments can you identify from the facts before you? **20 Marks**

4. Discuss the types of media ownership and how they play out in international communication. Essentially, the control of international media is viewed in two broad categories – identify these categories with clear examples. **20 Marks**

5. Enumerate and explain five international activities that have generated international communication from year 2022 to date. **20 Marks**