



BOWEN UNIVERSITY, IWO

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

Mass Communication Programme 2022/2023 Academic Session

COURSE TITLE: Issues in the Mass Media

COURSE CODE: MAS 302

COURSE UNIT: 2

DURATION: 2 hours

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1a. Detail your responsibilities and work schedule including your supervisor's name at the Bowen Radio Station while identifying the station's style of public broadcast service. *10mks*

1b. From your stint at the station discuss with appropriate examples the major challenges affecting the station *10mks*

1c. Proffer workable solutions addressing the challenges *10mks*

Total 30mks

2a. Oftentimes the issues confronting the mass media in Nigeria have been classified into four broad areas. Discuss with appropriate examples one area which is self induced that remains contentious and controversial *10mks*

2b. Expatriate on the merits and demerits of this contentious areas to the profession and the society. *10mks*

Total 20mks

3a. An area of concern in mass media which sometimes lead to forfeiture and closure is Economic – Discuss *10mks*

3b. Explain with examples the major domain of offering and receiving with its negative consequences while pointing out its ethical burden. *10mks*

4a. Discuss with the various forms of suffocating extra – legal means of gagging and controlling the media. *10mks*

4b. Explain the glaring negative impact of such extra legal means on national and professional development. *10mks*

Total 20mks

5. Technology aids progress and development but this assertion is sometimes controversial as the media is presently embroiled in a debacle on the glaring abuse of the social media in its usage and practice justify this statement with proferable solutions *20mks*