

BOWEN UNIVERSITY, IWO OSUN STATE

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH

2018/2019 SECOND SEMESTER EXAMINATION

COURSE CODE: ENG. 336

COURSE TITLE: BOOKS AND THE MAKING OF PUBLIC OPINION

TIME ALLOWED: 2 Hours

DATE: 27-05-19

INSTRUCTION: Answer QUESTION ONE and any other two.

1. Attempt a survey of the origin of writing, and differentiate between oral and written texts. (30 marks)
2. "Social media is not just a 19th or 20th century development." Discuss. (20 Marks)
3. Give a detailed account of the emergence of the early newspapers. (20 Marks)
4. With adequate examples, discuss the following: information, education, propaganda, influence and public opinion. (20 Marks)
5. Discuss the development of libraries, schools, mass literacy, the rise of the reading public and mass media. (20 Marks)