



**BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION**

DATE: January, 2024

COURSE TITLE: COMMUNICATION POLICY DEVELOPMENT

COURSE CODE: CMA 421

TIME ALLOWED: 2 HOURS 30 MINUTES

INSTRUCTION: Answer FOUR questions in all. One question from section A and three questions from Section B. Question two in section B is compulsory.

Section A

Instruction: Answer only one question from this section.

- (i) In 3 distinct paragraphs, discuss how the Russian media policy could be made to balance the interest of the State, ISPs and the users. **(15 marks)**
- (ii) In the United Kingdom, who has the right to own media and how much of the media industry can an individual or organization control to prevent monopolies? **15 marks)**
- (iii) In your own estimate, whose interest is at stake in the US media policy and how is it balanced? **(15 marks)**
- (iv) Given the media policy in China, discuss the advantages and disadvantages of media policy in power-regulated societies and right regulated societies.

Section B

Instruction: Answer 3 questions from this section. Question 2 is compulsory.

2. **Attempt a clear comparison of the media policy in EU and UK, and suggest possible practical lessons for Nigeria.(25 marks)**
- 3a. Give a succinct definition of Communication policy **(5 marks)**
- 3b. State 2 principles of the development media theory **(10 marks)**
4. Write short notes on each of the following Media Regulatory bodies in Nigeria:
 - NCC
 - CC
 - NPC
 - FVCB
 - NBC **(15 marks)**
5. The media contributed immensely to the success for independence in Nigeria. Mention 5 ways in which this was done. **(15marks)**
6. In 3 paragraphs, justify the role of the media as the Fourth Realm of Estate in the Society **(15marks)**