



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

DATE: January, 2024

COURSE TITLE: POLITICAL COMMUNICATION IN A DEMOCRATIC SETTING
COURSE CODE: CMA 423 **TIME ALLOWED: 2 HOURS 30 MINUTES**

INSTRUCTION: Answer FOUR questions in all. Question 1 is Compulsory.

1. Enumerate with the aid of a correctly drawn diagram, the elements of political communication. In your discussion, do well to substantiate the indispensability of the media for political information **(25 marks)**

2. The media is described as the fourth estate of the realm. Do well to offer a brief but sound discussion on the media's relationship with the other realms. Also briefly discuss the surveillance function of the media. **(15 marks)**

3. (a) The media has been described as indispensable in democratic regimes. How relevant is this assertion in the Nigerian democratic media terrain? **(8 marks)**
(b) List and explain the defining characteristics of democratic societies. **(7 marks)**

4. Write short notes on the following types/forms of government **(15 marks)**
 - a. Monarchy
 - b. Oligarchy
 - c. Public Sphere
 - d. Public opinion
 - e. Bourgeoisie

5. The media has been criticized for its failure to achieve particular objectives in democratic societies. McNair (2011) outlined some of these failures in the form of media critiques. Discuss, with relevant examples, *three* of these media critiques. **(15 marks)**

6. Briefly differentiate between the public sphere and public opinion. What are their roles in ideal democratic societies? **(15 marks)**