



**ELIZADE UNIVERSITY, ILARA-
MOKIN, ONDO STATE**

**FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION**

**LEVEL: 100
COURSE CODE: MAC 101**

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION (2 UNITS)

DURATION: 2 HOURS

INSTRUCTIONS: Answer three questions. All questions carry equal marks.

1.
 - a. Attempt a definition of Mass Communication. *5mks*
 - b. What are the features that distinguish Mass Communication from other contexts of communication? *15mks*
2.
 - a. Some features are peculiar to interpersonal communication, small group communication and public speaking. What are they? *10mks*
 - b. What are the differences among the three? *10mks*
3. With graphical illustration, explain the Lasswell's Model of communication. *20mks*
4.
 - a. What do radio and television have in common as media of communication? *5mks*
 - b. What differentiate them? *5mks*
 - b. State any five characteristics that make radio to be a choice medium *10mks*
5. Write short notes on the following:
 - a. Mass Media
 - b. Advertising
 - c. Public Relations
 - d. Book Publishing. *20mks*