



ELIZADE UNIVERSITY,

ILARA-MOKIN,

ONDO STATE

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

COURSE CODE: MAC 301

COURSE TITLE: INTERNATIONAL COMMUNICATION

DURATION: 2½ HOURS

CREDIT UNITS: 2

INSTRUCTIONS TO CANDIDATES:

- (a) Answer only **three (3)** questions.
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets of paper are used, each page should carry your matriculation number.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use.

1. Communication globalisation means that it is not possible for one culture or company to function alone, but that every nation and organisation need successful interaction with the remainder of the world to succeed. Discuss.
2. International communication is regularly confronted with a barrage of challenges among which are: Climate change (environment), Regional political instability, African Migration, Technological development, COVID-19 Pandemic, #EndSARs, #BlackLivesMatter (BLM), World Trade Organisation Leadership Tussle, 5G Deployment in Nigeria, Insecurity Terrorism, Banditry, and Hooliganism and Cyber Crime. Choose and discuss any **three (3)** of these challenges in relation to global communication imbalance.
3. Compare news coverage of the News Agency of Nigeria (NAN) with any known international news agency that you are familiar with in the way news relating to Africa and black nations of the world are covered. Proper identification of the Agency, location and ownership is necessary.
4. Write short notes on any **four (4)** of the following:
 - a) Define International Communication
 - b) Citizen Journalism
 - c) Media Dependency
 - d) Future of Mass Media
 - e) Artificial Intelligence
 - f) Social change
5. Technology has had tremendous impact on the media in recent years and the dramatic changes are ongoing by the day. Identify any **four (4)** social media platforms and explain how the media (electronic and print) use them for news gathering, processing and dissemination for the diverse international audiences.