



# ELIZADE UNIVERSITY,

**FACULTY: HUMANITY & MANAGEMENT SCIENCES**  
**DEPARTMENT: MASS COMMUNICATION**  
**.....FIRST....SEMESTER EXAMINATIONS**  
**.....2013/2014.....ACADEMIC SESSION**

**COURSE CODE: MAC 103**

**COURSE TITLE: HISTORY OF THE NIGERIAN MASS MEDIA**

**DURATION: 2 HOURS**

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**HOD's SIGNATURE**

**INSTRUCTION: Answer three questions only. Write your matriculation number clearly.**

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Two vertical lines defining a large empty rectangular area for writing answers.

**1a. What are the five considerations which newspaper investors consider for the setting up or establishing of their news media? (10 MARKS)**

**b. Explain each of them briefly. (10 MARKS)**

**2. Write brief notes, not more than three paragraphs, on each of the following Nigerian press heroes:**

**a. John Payne Jackson**

**b. Dr. Nnamdi Azikiwe**

**c. Chief Obafemi Awolowo**

**d. Robert Campbell**

**e. Ernest Sessei Ikoli**

**d. Rev. Henry Townsend**

**f. Rev. Masterton Hope Waddell**

**g. J. V. Clinton**

**h. Sir Adeyemo Alakija**

**i. Sir Abubakar Imam**

**(20 MARKS)**

**3. Give the titles of five religious newspaper publications, stating their individual or corporate publishers and their dates/ years of establishment. (20 MARKS)**

**4. Establishments of newspapers along regional, tribal loyalties after Nigeria's independence was a "carbon copy" of British colonial methods. Comment on this statement. (20 MARKS)**