



ELIZADE UNIVERSITY

ILARA-MOKIN,

ONDO STATE

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

COURSE CODE: MAC 102

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION II

DURATION: 2 HOURS

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HOD'S SIGNATURE

30-06-14

***INSTRUCTION***

Answer **QUESTION 1** and any other **THREE** questions. All questions carry equal marks.  
**Question 1** is compulsory.

1a. What do you understand by Media Literacy? Why do you think it is relevant in Mass Communication?

b. Give five elements of media literacy as outlined by Baran(2008)

c(i). What is a wire service?

(ii). Write short notes on the following news agencies

a. Reuters b. AFP c. ITAR-TASS

**(15 MARKS)**

2a. Write short notes on the following types of social media

(i) Blogs

(ii) Social networks

(iii) Microblogs

(iv) Wikis

b. Give five characteristics of the social media

c. Name one technology that has made the use of the social media platform possible

**(15 MARKS)**

3a. Who is Marshall McLuhan?

b(i). Give five examples of media technologies

(ii) Explain any two impacts of media technologies on the people

(iii) What is cyberbullying?

b. Give five objectives of advertising

**(15 MARKS)**

**4a.** What is Pop Culture?

**b.** Give five examples of what is regarded as High Culture

**c.** Pop Culture can start from local to national and then go international, Explain

**d.** Write briefly on any three of the following Pop Cultures, stating their countries of origin

**(i).** Gangstars **(ii).** Skinheads **(iii).** Rastas **(iv).** Bodgies

**(15 MARKS)**

**5a(i).** Define Public Relations according to the Mexican Statement

**(ii).** List five Public Relations tools and explain them.

**b.** List five unethical practices in Public Relations

**(15 MARKS)**

**6a.** List four types of advertisements

**b.** Write short notes on the following Advertising and Public Relations terminologies:

**(i)** Classified Advertisement **(ii)** Display Advertisement **(iii)** Tagline **(iv)** Brand

**C(i).** What do you call advertisements aired on the electronic media?

**(ii).** Explain two challenges of the Home video industry in Nigeria

**(15 MARKS)**