



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2021\_2 EXAMINATION**

**COURSE CODE:** MAC 311  
**COURSE TITLE:** INTERNATIONAL COMMUNICATION AND WORLD MEDIA SYSTEM  
**UNITS:** 3  
**TIME:** 3 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE (1) AND ANY OTHER THREE (3) QUESTIONS.

1. Fortner (1993) explains five characteristics of international communication. As a communication scholar, throw more light on Fortner's explanation. **(25 Marks)**
2. Components of communication are crucial before communication as a process is achieved. Explain five of such components with good examples. **(15 Marks)**
3. 'To live is to communicate and to communicate is to live'. Discuss this assertion in line with five reasons we communicate as outlined in the study material. **(15 marks)**
4. The ownership of local media could be broadly divided into three. Expatiate. **(15 marks)**
5. Write short notes on the following: Media Oligopoly, Media Merger and Interlocking directorates. **(15 marks)**