

**COVENANT UNIVERSITY  
NIGERIA**

*TUTORIAL KIT  
OMEGA SEMESTER*

**PROGRAMME: MASS  
COMMUNICATION**

**COURSE: MAC 121**

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# MAC121: INTRODUCTION TO MASS COMMUNICATION II

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1. One of the attributes of communication is that given communication act cannot be recreated. How would you justify this statement using both the radio and newspaper as two different instances?
2. Identify and discuss the major difference between Aristotle and Lasswell's Model of communication?
3. Schramm's model of communication posits that communication is interactive and interpretive. Discuss
4. With your knowledge of some broadcast media houses in Nigeria, give a brief explanation of how any three of them perform the cultural transmission function.
5. Write a two-page article to access the functions of mass communication, show in your write-up whether the negative functions outweigh the positive ones or vice versa.
6. List and explain the categories of books that you know.
7. What are the cultural values of books?
8. Enumerate the steps in book publishing.
9. Explain the concept of yellow journalism.
10. Name with convincing reasons a current newspaper in Nigeria that practices Yellow Journalism.
11. Identify two persons who made great contributions to development of radio and what they did.
12. Mention five landmarks in the development of television.
13. The development of film began with a hunch through a bet. Briefly narrate the event.
14. List and explain 5 types of film that you know.
15. What functions do films perform?
16. Differentiate between home video and cinema.
17. CNN is located in the US, NTA in Nigeria, Where is the Internet located? Give reasons for your answer.
18. What is media convergence?
19. Explain how the internet has impacted on the model of communication.
20. What is paradigm shift in mass communication?