

**COVENANT UNIVERSITY  
NIGERIA**

*TUTORIAL KIT  
OMEGA SEMESTER*

**PROGRAMME: MASS  
COMMUNICATION**

**COURSE: MAC 323**

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## **MAC 323: HISTORY OF NIGERIAN MASS MEDIA**

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- Radio broadcasting began in Nigeria as an empire project. Explain
- State with names and year, how the Radio Distribution Service metamorphosed into FRCN
- How did television broadcasting start in Nigeria?
- What is the difference between deregulation and liberalization?
- Is the Nigeria media industry deregulated? Give reasons to support your answer.
- What is Public Service Broadcasting?
- What are the functions of Public Service Broadcasting?
- What are the roles of Nigerian Broadcasting Commission (NBC)?
- How did the proliferation of broadcasting stations come about in Nigeria?
- What are the characteristics of the early private broadcast stations?
- What are the issues surrounding broadcast programmes in Nigeria
- What effects do media ownership have on Nigerian audience?