

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

PROGRAMME: SOCIOLOGY

COURSE: SOC 226

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SOC 226: SOCIOLOGY OF MASS COMMUNICATION

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1. Using the relevant diagram, describe clearly your understanding of the mass communication system and its characteristics.
2. Describe clearly your understanding of the relationship between sociology and mass communication.
3. What is Communication? Using the relevant diagram, show clearly the form of communication that is most relevant to man.
4. Critically analyze the structure of the mass communication system and the gate keeper concept.
5. The Political history of Nigeria greatly affected the development of the country with grave implications to the development of the mass media. Discuss.
6. How adequate is the normative theory in understanding the performance of the mass media in Nigeria?
7. Analyze critically the relationship between sociology and mass communication in the process of effective communication.
8. Using relevant diagrams, state clearly the similarities and differences between face-to-face communication and mass communication system.
9. Critically explain eight characteristics of the mass communication system.
10. The process of mass communication requires additional persons and complex societal organization. Discuss.
11. Using the relevant diagram, describe clearly your understanding of the mass communication system and its characteristics.
12. Describe clearly your understanding of the relationship between sociology and mass communication.
13. What is Communication? Using the relevant diagram, show clearly the form of communication that is most relevant to man.
14. Critically analyze the structure of the mass communication system and the gate keeper concept.
15. The Political history of Nigeria greatly affected the development of the country with grave implications to the development of the mass media. Discuss.

16. Using appropriate diagrams, describe clearly the similarities and differences between Intrapersonal and Interpersonal communication system.
17. To understand the full potential of the communication process, the mass communication system is essential. Discuss.
18. Critically explain eight characteristics of the mass communication system.
19. The process of mass communication requires additional persons and complex societal organizations. Discuss.
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Answers

6. How adequate is the normative theory in understanding the performance of the mass media in Nigeria?

The framework for the normative theory was espoused by McQuail (1983).

The theory seeks to locate media structure and performance within the milieu in which it operates.

Six forms of normative theory include:

- a) Authoritarian Media Theory
- b) Communist Media Theory
- c) Libertarian Media Theory
- d) Social Responsibility Media Theory
- e) Democratic Participant Media Theory
- f) Development Media Theory

Plus relevant examples from Nigeria

7. Analyze critically the relationship between sociology and mass communication in the process of effective communication.

Sociology is interested in the mass society or modern industrial society. It involves the study of social behaviour and human groups.

Sociology involves interaction and communication which can only be achieved in a complex society through the mass communication system.

Communication is a symbolic process that produces and reproduces shared meanings, rituals and social structures.

Using relevant diagrams, state clearly the similarities and differences between face-to-face communication and mass communication system.

Communication studies help us to make sense of our world, our everyday living and our relationships. There cannot be social life without communication.

Face- to-face communication is an individualized form of communication. It involves intrapersonal (electrochemical action of the body) and interpersonal communication (communication between two or more persons) plus diagram.

Mass communication involves the transfusion and diffusion of meaningful messages through interpersonal means to a large and impersonal audience using such medium as newspaper, radio, TV and internet plus diagram

9. Critically explain eight characteristics of the mass communication system

Characteristics which differentiate the mass communication system as a secondary communication system include:

1. Technical means of transmitting messages.
2. Involvement of expensive complex formal organization.
3. Impersonality of the recipient audience.
4. Dispersion of the recipient audience.
5. Public opinion of the transmitted messages.
6. Largeness of the recipient audience.
7. Simultaneity of contact of messages with the recipient audience.
8. Impersonal relationship between communicator and audience.
9. Co-modification of messages.

10. The process of mass communication requires additional persons and complex societal organization. Discuss.

The term gatekeeper was first employed by the Austrian psychologist, Kurt Lewin, to refer to individuals or groups of persons who govern “the travel of news items in the communication channel”.

Three main functions of the gatekeeper are:

- a) To limit the information we receive by editing it before it is disseminated to the public.
- b) To expand the amount of information we receive by giving us additional facts and views.
- c) To re-interpret information properly before it is disseminated to the recipient audience.

11. Using relevant diagrams, state clearly the similarities and differences between face-to-face communication and mass communication system.

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16. Using appropriate examples and diagrams, state clearly the relationship between intrapersonal and interpersonal communication.

Communication is derived from the latin verb “communicare” which means to talk with one another or the latin noun “communus” which means to make message common.

Intrapersonal communication is communication within us and interpersonal communication is communication between people.

Intrapersonal and Interpersonal communication are aspects of face to face communication Face-to-face communication is an individualized form of communication. It involves intrapersonal (electrochemical action of the body) and interpersonal communication (communication between two or more persons) plus diagram.

17. To understand the full potential of the communication process, the mass communication system is essential. Discuss.

Every day we use interpersonal communication, but the number of people we reach with our ideas is limited. To understand the full potential of the communication process, we must look beyond interpersonal communication to the process of mass communication.

Mass communication therefore mass communication is a system whereby information, ideas and attitudes are transmitted to as sizeable and diversified audience simultaneously through the use of a medium such as newspaper, radio, television, internet, or websites. The mass communication system involves the transfusion and diffusion of meaningful messages through impersonal means to a large recipient audience using such medium as newspaper, radio, TV and internet.