

# **MAC314: Mass Media and Society (2 Units)**

**Department of Mass Communication**

**Covenant University**

# **1. MAC314**

## **1.1. MAC314: Mass Media and Society (2 Units)**

This course examines the media of communication as a social institution, with particular attention to pertinent sociological concepts, themes and problems. The role of the mass media and relationship between the mass media and major social institutions will also be examined. Beyond the relationship between the media industry and other institutions of state/society, the impact of the media in the performance of the other institutions will also be discussed. The course also discusses the place of the media industry in national development.