



FEDERAL UNIVERSITY OF TECHNOLOGY MINNA
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY
SECOND SEMESTER 2016/2017 EXAMINATION

COURSE CODE: IMT 224

COURSE TITLE: MEDIA STUDIES

CREDITS UNIT: 2

TIME ALLOWED: 2 HOURS

COURSE LECTURER(S): Dr. Yakubu O. S and Ms Omale G. E

NUMBER OF QUESTIONS: 4

NUMBER OF PAGES: 2 {INCLUDING THIS PAGE}

INSTRUCTIONS

- Answer all questions
- Do not use red pen
- Please use a clear handwriting
- This exam is closed book, closed notes, closed laptop and closed cell phone
- Please use non-programmable calculator only



INSTRUCTIONS: Please answer all questions. All questions carry equal marks. (60 marks in all)

1 (a) Expatriate on the role of the media in the socio-economic and political environment of the nation. **5 marks**

(b) Outline 6 types of media theories and provide detailed explanation on any two. **5 marks**

(c) Describe the impact of the media on the individual, attitude, values, behaviors and norm. **5 marks**

2 (a) Briefly comment on Big Data and Digital Divide as one of the issues and challenges in digital media **5 marks**

(b) Provide two positive and two negative effects of digital media.

(c) Give a detailed explanation on media effect, messages and consequences. **5 marks**

3 (a) What do you understand by Bullet theory of media effects? **7.5 marks**

(b) What are the limitations of the theory? **7.5 marks**

4 (a) Identify and discuss two major reasons why it is important to study the mass media? **7 marks**

(b) Using relevant examples from Nigeria, in what ways do you think the mass media has failed to serve the interest of the public? **8 marks**