



**FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA**  
**SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY**  
**DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY**  
**SECOND SEMESTER 2018/2019 EXAMINATION**

**COURSE CODE: IMT 224**

**COURSE TITLE: MEDIA STUDIES**

**CREDIT UNITS: 2**

**TIME ALLOWED: 2 HOURS**

**COURSE LECTURER(S): PROF. J.T. KUR AND MRS G. E. OMALE**

**NUMBER OF QUESTIONS: 5**

**NUMBER OF PAGES: 2**

**INSTRUCTIONS**

- Answer 3 out of five questions
- Do not use red pen
- Please use a clear handwriting
- This exam is closed book, closed notes, closed laptop and closed cell phone

1. (a) What do you understand by the term mass media effect, messages and consequence? **5marks**

(a) Enumerate six (6) media effect theories and discuss any three with valid examples **15marks**

2. (a) Provide a detailed explanation of the term Globalization **5marks**

(b) Outline any 6 effects of Globalization in society **6marks**

(c) Globalization has the Economic Consequence of widening the gap between the rich and the poor. Discuss. **9marks**

3(a) State and explain the stages of the development of the Mass Media in the Nigerian society, with particular emphasis on the dates and notable events in each era **20marks**

4(a) What is digital media? Pinpoint any six digital media product that you know **8marks**

(b) Mention four (4) negative and (4) positive effects of digital media respectively **8marks**

(c) Discuss any two (2) issues associated with digital media? **4marks**

5 (a) Critically comment on the relationship between mass media and Culture **8 marks**

(b) Enumerate the four agents of socialization **4 marks**

(c) Explain the concept of the media as agent of socialization process **8 marks**