



CRAWFORD UNIVERSITY
Faith City, Igbesa, Ogun State
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
RAIN SEMESTER EXAMINATION 2017/ 2018 SESSION

COURSE TITLE: POPULAR PRINT MEDIA
COURSE CODE: MAC 216

DURATION: 2 HOURS

INSTRUCTION: ANSWER ANY THREE QUESTIONS

1. Discuss the development of Soft sell Journalism in Nigeria. (15 Marks)
2. Identify three ethical issues in Human Interest Journalism. (15 Marks)
3. Describe in details one example of Human Interest story you came across in the library/online while working on your assignment. (15 Marks)
4. Give 10 examples of human interest publications (magazine/ newspaper) in Nigeria. (15 Marks)
5. What is Yellow Journalism? Discuss the origin of the term in the journalism profession. (15 Marks)
6. Discuss Junk Journalism with examples. (15 Marks)