



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

COURSE CODE: MAC 341
COURSE TITLE: DEVELOPMENT COMMUNICATION AND BROADCASTING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. (a) Define advocacy journalism. Give examples. **(5 Marks)**
(b) With examples, discuss extensively five (5) functions of Advocacy Journalism. **(20 Marks)**
2. Interpersonal communication is strong in supporting the behavioural change process. Discuss five (5) strengths of interpersonal communication. **(15 marks)**
3. Mass media should perform some roles in the development process. With examples, discuss five (5) of these roles. **(15 marks)**
4. According to UNICEF (2000), there are some key activities that form the backbone of development communication. Explain five (5) of such activities. **(15 marks)**
5. Discuss five (5) television formats that can be employed for development communication. Cite examples from television stations in Nigeria to support your explanations. **(15 marks)**