



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**SEPTEMBER, 2020\_1**

**COURSE CODE:** MAC 316  
**COURSE TITLE:** MASS COMMUNICATYIOMN AND NATIONAL  
**DEVELOPMENT** DEVELOPMENT  
**UNIT:** 2  
**TIME:** 2HRS

**INSTRUCTION:** ANSWER QUESTIONS ONE AND TWO OTHERS

1. Advance five reasons why the developed nations have an edge over the developing ones. **(30 Marks)**
2. According to Rodgers and Shoemaker (1971), adoption of agricultural innovation demands that farmers should go through certain stages, examine those five stages stating how it is applicable to Nigerian farmers. **(20 Marks)**
3. Farmers introduced to agriculture are categorised into five according to scholars. Discuss those five categorisation of farmers in Nigeria. **(20 Marks)**
4. Of all the mass media available to Africans, radio is believed to be the most widespread and accessible. Using this assertion, examine five characteristics of the radio in Nigeria. **(20 Marks)**
5. Describe five ways the Nigerian newspapers can contribute to national development. **(20 Marks)**