



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

2020_1 EXAMINATION

COURSE CODE: MAC 341

**COURSE TITLE: DEVELOPMENTAL COMMUNICATION &
BROADCASTING**

UNIT: 3

**INSTRUCTION: ANSWER FOUR QUESTIONS. QUESTION ONE (1) IS
COMPULSORY**

TIME: 3 HOURS

1. According to Okigbo (1991) and Soola (2003), mass media should perform some roles in the development process. With ample examples, explain six (6) of these roles.

25 marks

2. Radio in the development context can be broadly divided into three categories. With examples, discuss these categories.

15 marks

3. Communication works through interrelated set of elements. Discuss these seven (7) elements in sequential order.

15 marks

4. Galtung and Vincent in Guanaratne (1996) listed 10 proposals of development journalism. Discuss six (6) out of these proposals extensively.

15 marks

5. Quantitative research is one of the researches being used in development communication. Explain five (5) methods of quantitative research.

15 marks

6. UNICEF (2000) spelt out some basic ideas on how to implement key activities that form the backbone of programme communication. Discuss five (5) of these.

15 marks