



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

2019_1 EXAM

COURSE CODE: MAC 341
COURSE TITLE: DEVELOPMENT COMMUNICATION AND BROADCASTING
UNITS: 3
TIME: 3 HOURS
INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS. EACH QUESTION CARRIES 17½ MARKS

1. (a) What is communication? **(5 marks).**
(b) What is development? **(5marks).**
(c) Establish the relationship between communication and development. **(7½ marks).**
2. Write short notes on the following development paradigms.
(a) Modernisation Paradigm
(b) The Dependency Theory
(c) Participation Paradigm
(d) Dominant paradigm
(e) Alternative Paradigm **(17½ marks)**
3. (a) What is development journalism? **(7½ marks).**
(b) Explain how a cub reporter can use his medium to bring about rural development. **(10 marks)**
4. (a) What crucial steps are involved in a society's development planning process? **(10 Marks)**
(b) Explain what you understand by participatory development communication. **(7½ marks)**
5. Discuss exhaustively any 5 of the development issues in Nigeria. **(17 ½ marks)**
6. Identify and explain 5 important roles that communication plays in a society's development. **(17 ½ marks)**