



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

FEB 2018 EXAM

COURSE CODE: MAC341
COURSE TITLE: DEVELOPMENTAL COMMUNICATION & BROADCASTING
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.

- 1a. Itemize five out of the seven elements of communication known to you.
- 1b. briefly explain any five of the process of communication.
- 1c. Define modernisation according to Ward and Rustow (1964) and state the stages of transformation from traditional to modern society as enunciated by Anaeto & Solomon-Anaeto (2010) **(17¹/₂ Marks)**
2. Mention and discuss five roles of communication in development. **(17¹/₂ Marks)**
- 3a. Define the concept development
- 3b. Explain the strengths of interpersonal communication in facilitating social change. **(17¹/₂ Marks)**
4. Radio has been adjudged to be the best medium of development communication. Justify this axiom in the context of the role of radio broadcast in development process with the exception of the traditional functions of radio. **(17¹/₂ Marks)**
- 5a. Explain the advantages television has over radio in propagating communication for development.
- 5b. Mention and explain any five television formats you know. **(17¹/₂ Marks)**
- 6a. Briefly explain how the theory of Agenda Setting applies to development communication process.
- 6b. Discuss the major attributes of innovations. **(17¹/₂ Marks)**