



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2023\_1 POP EXAMINATION.**

**COURSE CODE:           MAC 341**  
**COURSE TITLE: DEVELOPMENT COMMUNICATION AND  
                                  BROADCASTING**  
**UNITS:                     3**  
**TIME:                      3 HOURS**

**INSTRUCTION: INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS**

1. In the course of promoting and marketing development journalism to graduating students of mass communication in a tertiary institution, (a) describe development journalism to them; (c) explain at least six (6) tenets of development journalism to these would be journalists. **(17.5 Marks)**
2. (a) The concept of participatory development communication sounds baffling; please explain it. (b) Provide details of six (6) functions of the communication planner in participatory development communication. **(17.5 marks)**
3. Critically examine four community development resources. **(17.5 marks)**
4. Development is a complex process that involves several aspects of human life. Identify and discuss four issues to which development communication can be applied. **(17.5 marks)**
5. Discuss four (4) appellations of development communication.

**TOTAL: 70 MARKS**