



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023 2 EXAMINATIONS_

COURSE CODE: MAC 341
COURSE TITLE: DEVELOPMENT COMMUNICATION AND BROADCASTING
UNITS: 3
TIME: 3 hrs
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. There are some reasons for the adoption of participatory/alternative paradigm of development. Discuss seven (7) of these reasons. Illustrate your answers with examples.
(25 marks)

2. Discuss extensively, with examples, how the following can be used to disseminate development messages:
 - a. Songs
 - b. Dance
 - c. Puppetry
 - d. Drama**(15 marks)**

3. Communication planners perform some roles in participatory development communication. Discuss five (5) of these roles. Cite examples.
(15 Marks)

4. Karikari (2000) identified some roles that community media can play in development. Explain five (5) of them. **(15 Marks)**

5. There are five (5) stages in the Innovation-Decision Process. Explain the stages with examples. **(15 Marks)**