



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: MAC316
COURSE TITLE: MASS COMMUNICATION AND NATIONAL DEVELOPMENT
UNIT: 2
TIME: 2 HRS

INSTRUCTION: ANSWER ANY THREE QUESTIONS. EACH QUESTION CARRIES 23¹/₂ Marks

1. (a) Demonstrate the synergy between communication and development in a contemporary Nigerian environment. (8.3 marks) (b) What five specific roles does communication as a social interactive process play in the business of development? (15 marks)
2. (a) As a professional journalist and mass communicator, identify three major development challenges facing Nigeria today that require the intervention of journalists to address. (9 marks) (b) What do you understand by the MDGs? (4.3 marks) (c) In what five key areas could the MDGs help in Nigeria national development? (10marks)
- 3.(a) Explain what you understand by development news. (8.3 marks) (b) How can a rural journalist use his medium to bring about rural development? (15marks)
4. (a) What is social change? (8.3marks). (b) Using appropriate examples in Nigeria, explain how the mass media can bring about social change in the country. (15marks).