



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

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

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

1. Your friend in the Department of Zoology has asked you to explain to him the meaning of mass communication. (a) What would you tell him? **(8.3 marks)** (b) In what five ways would you clarify to him the differences between mass communication and other levels of communication? **(15 marks)**
2. In conducting preliminary research for national development, three basic things are usually involved. (a) Identify and explain them. **(15marks)**
(b) In media selection for development campaigns, targeting urban based women would require the use of the television medium. Why? **(8.3marks)**
3. Over the years, Lagos has remained the media hub of Nigeria. The same scenario plays in other states across the federation where media concentration is at the city centres to the detriment of the rural areas. (a) Give three implications of media concentration in city centres. **(9marks)**
(b) Identify and explain three key ways that mass media decentralisation can be done. **(9marks)**
(c) What is rural news? **(5.3marks)**
4. (a) What would you consider as the major impediments to Nigeria's national development? **(8marks)** (b) Identify and explain any five indices of development. **(7¹/₂ marks)**
(c) Identify and explain any five indices of underdevelopment. **(7¹/₂ marks)**