



**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:** MAC341  
**COURSE TITLE:** DEVELOPMENTAL COMMUNICATION & BROADCASTING  
**UNIT:** 3  
**TIME:** 3 HOURS  
**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS. EACH QUESTION CARRIES 17½ Marks

1. (a) Conceptualise the term 'development'. (5½ marks) (b) What is development communication? (6marks) (c) Clearly identify any three objectives of development communication. (6marks)
2. (a) What are the differences between monologic mode and dialogic mode of communication? (b) Which of them would you advocate for sustainable development purposes and why?
3. (a) What is a community? (4marks) (b) Community development requires dynamic frameworks. List and explain the four major components of the community development framework. (6marks) (c) Clearly identify any five steps involved in the Community Planning Process. (7½ marks)
4. Community media play significant roles in rural development. (a) Identify and explain four of such roles in a typical Nigerian community. (10 marks) (b) List five common challenges of community media in Nigeria. (7½ marks)
5. Video films can be properly harnessed for the promotion of development. (a) Identify five key areas that video films could be used to achieve this purpose. (b). What are the obvious weaknesses of video films in such projects?