



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**2019\_2 QUESTIONS**

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

**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS  
CARRY EQUAL MARK

1. The dominant paradigm of development communication is considered a sham. As a scholar, what five (5) factors are responsible for this failure? **(17<sup>1</sup>/<sub>2</sub> Marks)**
2. In so many ways, development communication is distinct from conventional journalism. Graphically, provide at least five (5) of these contrastive features. **(17<sup>1</sup>/<sub>2</sub> Marks)**
3. The unique nature and goal of development journalism necessitates some writing techniques. Discuss five (5) of those principles. **(17<sup>1</sup>/<sub>2</sub> Marks)**
4. Community planning process in development communication is done chronologically. Itemise and discuss five (5) steps of the planning process. **(17<sup>1</sup>/<sub>2</sub> Marks)**
5. With five (5) valid points explain the role of communication in development. **(17<sup>1</sup>/<sub>2</sub> Marks)**
6. One of the activities in development communication is advocacy. In detail, state five (5) roles of advocacy in development communication. **(17<sup>1</sup>/<sub>2</sub> Marks)**