



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2020\_2 EXAMINATION ...**

**COURSE CODE:           MAC341**  
**COURSE TITLE:         DEVELOPMENT COMMUNICATION**  
**AND BROADCASTING**  
**UNITS:                     3**  
**TIME:                     3 HOURS**  
**INSTRUCTION:         ANSWER ANY FOUR QUESTIONS**

1. How does development communication differ from development journalism? Briefly explain dominant and alternative paradigms of development communication. **(17<sup>1</sup>/<sub>2</sub> Marks)**
2. List and explain five attributes/characteristics of development journalism. **(17<sup>1</sup>/<sub>2</sub> Marks)**
3. Development communication revolves around so many issues to which the concept can be applied. Identify and explain five issues and use concrete examples to demonstrate how they relate to development. **(17<sup>1</sup>/<sub>2</sub> Marks)**
4. What do you understand by advocacy journalism? List and discuss five functions/tasks performed by advocacy journalism **(17<sup>1</sup>/<sub>2</sub> Marks)**
5. The use of radio for development adopts a number of specific formats to perform its developmental functions. Identify and discuss five radio formats for use in Nigeria. **(17<sup>1</sup>/<sub>2</sub> Marks)**
6. Provide Howley's (2005) definition of community media. Discuss five different media for use at the local level and show how they can be useful to rural/community development in Nigeria **(17<sup>1</sup>/<sub>2</sub> Marks)**