



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**MASS COMMUNICATION AND NATIONAL DEVELOPMENT**  
**2022\_1 EXAMINATION**

**COURSE CODE:** MAC 316  
**COURSE TITLE:** MASS COMMUNICATION AND NATIONAL DEVELOPMENT  
**UNITS:** 2  
**TIME ALLOWED:** 2 HOURS  
**INSTRUCTION:** ANSWER THREE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.

1. (a). There are four levels under which humans can communicate their ideas. Enumerate and explain them.  
  
(b). What do you understand by mass media technology? Name and discuss two types of mass media technology. **(23.3 Marks)**
2. (a) Name and briefly describe two development models/paradigms you have learnt.  
  
(b) What is the difference between advanced countries idea of development and that of the third world? **(23.3 Marks)**
3. It is well known that development means different things to different groups of people.  
  
What is your view of this assertion? Arising from this statement, answer the following questions:  
  
(a) How do philosophers define development?  
(b) How do economists see development? **(23.3 Marks)**
4. (a) Enumerate the features of developing nations as contrasted with western developed nations.  
  
(b) Give (4) four descriptors for developing countries.  
(c) Give three reasons for the categorisation. **(23.3 Marks)**