



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

2023\_2 EXAMINATIONS

COURSE CODE: MAC 341  
COURSE TITLE: DEVELOPMENT COMMUNICATION AND  
BROADCASTING

UNITS: 3  
TIME: 3 HOURS

INSTRUCTION: INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

- 1(a) Give the three (3) objectives of development identified by Todaro and Smith (2003). (b) Discuss the following attributes of development journalism: Purposefulness; Pragmatism; Participatory; Process-Oriented. (17.5 Marks)
2. The main components of the community development framework are outlined in four sections. Provide a detailed discussion of each of the four sections. (17.5 Marks)
- 3(a) What is advocacy journalism? (b) (b) Discuss four (4) ways of using the media for advocacy. (17.5 Marks)
4. Radio in the development context can be broadly divided into three categories, each of which requires a different approach; identify and discuss these three categories. (17.5 Marks)
5. Video can be used effectively for various purposes in development; however, it has its strengths and weaknesses. Discuss the advantages and disadvantages of video in development. (17.5 Marks)