



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: MAC316
COURSE TITLE: MASS COMMUNICATION AND NATIONAL DEVELOPMENT
UNIT: 2
TIME: 2 HRS

INSTRUCTION: ANSWER ANY THREE QUESTIONS. EACH QUESTION CARRIES 23¹/₂ Marks

1. (a) Demonstrate the synergy between communication and development in a contemporary Nigerian environment. **(8.3 marks)** (b) What five specific roles does communication as a social interactive process play in the business of development? **(15 marks)**
2. (a) As a professional journalist and mass communicator, identify three major development challenges facing Nigeria today that require the intervention of journalists to address. **(9 marks)**
(b) What do you understand by the MDGs? **(4.3 marks)**
(c) In what five key areas could the MDGs help in Nigeria national development? **(10marks)**
- 3.(a) Explain what you understand by development news. **(8.3 marks)** (b) How can a rural journalist use his medium to bring about rural development? **(15marks)**
4. (a) What is social change? **(8.3marks)**.
(b) Using appropriate examples in Nigeria, explain how the mass media can bring about social change in the country. **(15marks)**.