



**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:** MAC341  
**COURSE TITLE:** DEVELOPMENTAL COMMUNICATION & BROADCASTING  
**UNIT:** 3

**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS. EACH QUESTION CARRIES  
**17½ Marks**

**TIME: 3 HRS**

- (1a). Explain the concept of communication to the understanding of a non-communicator.
- (b). Discuss five elements that are involved in the communication process. **(17.5marks)**
2. (a) State ten areas that the environment is commonly abused in our country today?
- (b) What dangers do such actions portend for the nation? (17.5 marks)
3. (a) Drawing inspirations from the development media theory, identify any five tenets of development journalism?
- (b) Identify five characteristics of Development Journalism. (17.5 marks)
4. (a) Creating an inclusive community development plan can be a time consuming process. Identify five key challenges of implementation of community development plan in a typical Nigerian rural community?
- (b) To ensure your community development initiative has strong leadership, certain factors must be taken into consideration. Identify five of such key factors. (17.5 marks)
5. (a) Identify five examples of community media.
- (b) Give advantages of folk media in rural development. (17.5 marks)