



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
EXAMINATION SEPTEMBER, 2020_1**

Programme: Agricultural Extension and Management
Course Title: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES
Course Code: ARD 304
Credit Unit: 2
Total Score: 70 Marks
Time Allowed: 2 Hours

INSTRUCTION:

Answer question 1 compulsory; (25 marks) and any other 3 questions (15 marks each).

- 1a. i. What are training materials? (1.5marks).
ii. Mention the different ways in which Words can be emphasized (6marks)
- b. List and explain the five design approaches for training materials. (12.5marks).
- c. State five educational uses of Television (5marks).

- 2a. What do you understand by the term communication? (2.5marks)
b. Mention and explain the five difference types of indigenous channel of communication. (12.5marks)

- 3a. Explain the three types of dyadic communication with suitable examples each. (9marks)
b. Give three (3) advantages and disadvantages of Upward Communication (6marks)

- 4a. With suitable examples explain the mass media systems of communication (7marks).
b. State four advantages and disadvantages of Group methods of communication. (8marks)

5. Mention the different guidelines for preparing a video and discuss any five (15marks)

- 6a. Mention and explain six (6) points that will be helpful to a scriptwriter (15marks).