



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1**

COURSE CODE: MAC 316
COURSE TITLE: MASS COMMUNICATION AND NATIONAL DEVELOPMENT
UNIT: 2
TIME: 2HRS

INSTRUCTION: ANSWER QUESTIONS ONE AND TWO OTHERS

1. Advance five reasons why the developed nations have an edge over the developing ones. **(30 Marks)**
2. According to Rodgers and Shoemaker (1971), adoption of agricultural innovation demands that farmers should go through certain stages, examine those five stages stating how it is applicable to Nigerian farmers. **(20 Marks)**
3. Farmers introduced to agriculture are categorised into five according to scholars. Discuss those five categorisation of farmers in Nigeria. **(20 Marks)**
4. Of all the mass media available to Africans, radio is believed to be the most widespread and accessible. Using this assertion, examine five characteristics of the radio in Nigeria. **(20 Marks)**
5. Describe five ways the Nigerian newspapers can contribute to national development. **(20 Marks)**