



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**2020\_1 EXAMINATION**

**COURSE CODE: MAC 341**

**COURSE TITLE: DEVELOPMENTAL COMMUNICATION &  
BROADCASTING**

**UNIT: 3**

**INSTRUCTION: ANSWER FOUR QUESTIONS. QUESTION ONE (1) IS  
COMPULSORY**

**TIME: 3 HOURS**

1. According to Okigbo (1991) and Soola (2003), mass media should perform some roles in the development process. With ample examples, explain six (6) of these roles.

**25 marks**

2. Radio in the development context can be broadly divided into three categories. With examples, discuss these categories.

**15 marks**

3. Communication works through interrelated set of elements. Discuss these seven (7) elements in sequential order.

**15 marks**

4. Galtung and Vincent in Guanaratne (1996) listed 10 proposals of development journalism. Discuss six (6) out of these proposals extensively.

**15 marks**

5. Quantitative research is one of the researches being used in development communication. Explain five (5) methods of quantitative research.

**15 marks**

6. UNICEF (2000) spelt out some basic ideas on how to implement key activities that form the backbone of programme communication. Discuss five (5) of these.

**15 marks**