



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS & SOCIAL SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION**

COURSE CODE: MAC 316
COURSE TITLE: MASS COMMUNICATION AND NATIONAL
DEVELOPMENT
UNIT: 2
TIME: 3 HOURS

INSTRUCTION: ANSWER ONE AND ANY OTHER TWO

1. (a) Communication is a process. Discuss
 (b) List and explain four levels of communication.

2. Give a detailed illustration of the relationship between communication and development with at least one practical example.

3. (a) Briefly discuss the term “National Development”.
 (b) List and explain three essential features of national development.

4. (a) Define dominant paradigms.
 (b) Briefly discuss Daniel Lerner’s Model of Empathy.

5. Discuss the strengths and weaknesses of the print media in national development.