



**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 341

**COURSE TITLE: DEVELOPMENT JOURNALISM AND
 COMMUNICATION**

UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

TIME: 3 HOURS

1. (a) Itemise at least ten television programme formats and justify how each could be used to aid development.
(b) Of what essence are the community media to community development?
2. (a) Establish the characteristics of development journalism.
(b) Compare development journalism and conventional journalism.
3. (a) Justify your preference for interpersonal communication in development programmes.
(b) Why do you think Radio would be more effective in rural development programmes than television?
4. (a) Itemise and discuss the steps in planning and implementing participatory development in Imini Community in Oyo State.
(b) Highlight the resources that the community requires to aid development in the community.
5. Discuss the roles of communication in development.
6. (a) You are the publisher of one of the popular newspapers in Nigeria. How can you use the media for advocacy?
(b) With the aid of a relevant diagram, discuss the importance of message as a key element in the Osgood Model of communication.

