



NATIONAL OPEN UNIVERSITY OF NIGERIA

Faculty of Social Sciences
Dept of Mass Communication
September/October 2016 Examination

COURSE CODE: MAC 316

COURSE TITLE: MASS COMMUNICATION AND NATIONAL DEVELOPMENT

TIME ALLOWED: 2 Hours

INSTRUCTION: Answer any three questions

1. What is research? Enumerate the various stages of research in communication for national development. **23Marks**
2. Identify and briefly explain the different paradigms of development. Differentiate between the Dominant and Marxist Paradigms of development. **23Marks**
3. What is Mass Communication? How important is Mass Communication in national development? **23Marks**
4. Critically examine the concept of the 'ACADA' Model of development. **23Marks**
5. (i) Enumerate and explain the five 'Ps' of social marketing. (ii) From sociological point of view, define development. **23Marks**

