



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MAY/JUNE 2012 EXAMINATION

MAC 341 DEVELOPMENT JOURNALISM AND COMMUNICATION
TIME ALLOWED: 3HRS

INSTRUCTION: ANSWER ANY FOUR
QUESTIONS

1. (a) Discuss at least five of the elements of communication and show how each affects communication process?
(b) With the aid of relevant diagram, discuss the importance of message as a key element in the Osgood Model of communication?
2. (a) Discuss extensively the attributes of development journalism?
(b) Compare development journalism and conventional journalism?
3. Give a vivid account of the steps involved in the planning and implementation of participatory development communication?
4. (a) What does Community Development entail?
(b) Oko-Oba area of Lagos State is a rural community yearning for development, highlight the resources that the community required to aid development in the community?
5. Justify the roles that communication plays in development
6. (a) Why is it that interpersonal communication is often preferred in development programmes?

(b) Radio would do better in rural development programme than television. Justify?