



NATIONAL OPEN UNIVERSITY OF NIGERIA
Department of Mass Communication

JUNE, 2017_1 EXAMINATIONS

COURSE CODE: MAC 316

COURSE TITLE: MASS COMMUNICATION AND NATIONAL DEVELOPMENT

TIME ALLOWED: 2 Hours

UNITS: 2

INSTRUCTION: Answer any three questions

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