



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

JUNE/JULY 2013 EXAMINATION

COURSE CODE: MAC 341

**COURSE TITLE: DEVELOPMENT JOURNALISM AND
COMMUNICATION**

TIME ALLOWED: 3 HOURS

INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS

1. What are the contributions of communication to development programme.
(25 Marks)
2. (a) Establish the characteristics of development journalism.
(15 Marks)
(b) Compare development journalism and conventional journalism. **(10 Marks)**
3. (a) Why would you prefer interpersonal communication in development programmes. **(10 Marks)**
(b) Radio is more effective in rural development programmes than television. Do you agree? Discuss. **(15 Marks)**
4. (a) Itemise and discuss the steps in planning and implementing participatory development in Odoro-Ikpe Community, Ini Local Government Area of Akwa Ibom State. **(15 Marks)**
(b) Highlight the resources that the community requires to aid development in the community. **(10 Marks)**
5. (a) Itemise at least ten television programme formats and discuss how each could be used to aid development. **(10 Marks)**
(b) Of what essence are the community media to community development?
(15 Marks)

6. (a) You are the publisher of one of the popular newspapers in Nigeria. How can you use the media for advocacy? **(10 Marks)**
- (b) With the aid of a relevant diagram, discuss the importance of message as a key element in the Osgood Model of communication. **(15Marks)**