



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF SCIENCE AND TECHNOLOGY
MARCH/APRIL 2014 EXAMINATION**

COURSE CODE: AEM 304

COURSE TITLE: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES

TIME ALLOWED: 2 HOURS

**INSTRUCTION: ANSWER FOUR (4) QUESTIONS OUT OF SIX (6)
QUESTIONS. 20 MARKS FOR EACH QUESTION**

1. (a) Briefly state the meaning of the term participatory video?
(b) Enumerate the potential of participatory video in promoting local innovation.
2. (a) What are the various ways that learners can use the videos?
(b) List the suggest some guidelines for Preparing a Video according Sampath et al. (1998)
3. (a) Itemize the basic assumptions of two-step flow model?
(b) What implications of the theory of two-step flow model
4. (a) What do you understand by the term Feedback in communication?
(b) Catalog the three main types of communication effects that are changes in the receiver.
(c) List the different forms of feedback in communication
5. Enumerate the various attributes of innovations that Farmers tend to utilize technologies based on their perception of innovations

6. (a) What is message treatment?
(b) Highlight the three different message design logics.