



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

MARCH/APRIL 2014 EXAMINATION

COURSE CODE: MAC341

COURSE TITLE: DEVELOPMENT JOURNALISM AND
COMMUNICATION

TIME ALLOWED: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

- 1. (a)** As a communication expert representing your community in African Development Initiative Forum, highlight and discuss the steps that could be used in planning and implementing participatory development in your local community.

(20Marks)

- (b)** Highlight the resources that your community requires to aid development the development programme.

(10 Marks)

- 2. (a)** Television is more effective in rural development programmes than Radio. Do you agree? Discuss.

(10 Marks)

- (b)** Why would you prefer interpersonal communication in development programmes.

(10 Marks)

- 3.** Compare development journalism and conventional journalism.

(20 Marks)

- 4.** In which way do you think communication has aided development?

(20 Marks)

- 5. (a)** How do you think the following popular theatre could be used for development communication?

i. Songs **(3**

Marks)

ii. Dance **(3**

Marks)

iii. Drama **(3**

Marks)

(b) Identify at least **TEN** Television Programme Format that could be used for development communication.
(15 Marks)