



**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 316

**COURSE TITLE: MASS COMMUNICATION AND NATIONAL
DEVELOPMENT**

TIME ALLOWED: 2HRS

**INSTRUCTIONS: ANSWER QUESTION ONE WHICH IS COMPULSORY
WITH ANY OTHER TWO**

- 1.** Discuss at length the role of the Mass Media in National Development. **(15 marks)**
(b) List and discuss briefly three major patterns of mass media ownership known in general literature. **(15 marks)**
- 2.** Discuss the history of the mass media in Nigeria. **(10 marks)**
(b) Briefly explain the structure of the mass media in Nigeria. **(10 marks)**
- 3.** List and explain the economic and political development challenges in National Development. Give three each of both. **(20 marks)**
- 4.** Briefly discuss the ACADA model **(20 marks)**
- 5.** What are the perspectives of development? **(10 marks)**
(b) Discuss two of these perspectives. **(10 marks)**