



**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: MAC 316

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

TIME ALLOWED: 2 Hours

INSTRUCTION: Answer any three questions

1. Define and explain the concept of mass communication. How can mass communication be applied to national development –
(23 Marks)
2. Explain the term development from a socio-cultural perspective.(23 Marks)
3. Compare and contrast between 'urban', 'rural' and 'national' development. –
(23 Marks)
4. Explain the Marxist model of development. What are its drawbacks?
(23 Marks)
5. Discuss the meaning of ACADA Model of development. What are the shortcomings?
(23 Marks)

