



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone,**  
**Jabi, Abuja**  
**Faculty of Agricultural Sciences**  
**Department of Agricultural Economics and Extension**  
**2020\_2 Examination**

**Programme: Agricultural Extension and Management**

**Course Title: COMMUNICATION AND AUDIO-VISUAL TECHNIQUES**

**Course Code: ARD 304**

**Credit Unit: 2**

**Total Score: 70 Marks**

**Time Allowed: 2 Hours**

**INSTRUCTION:**

**Answer question 1 compulsory; (25 marks) and any other 3 questions (15 marks each).**

- 1 a. i. Highlight at least six (6) guidelines for writing a TV Script (7marks)  
ii. State any three (3) benefits of using ICT in extension work. (3marks)  
b. State at least nine (9) reasons for editing a training manuscript. (9marks)  
c. Expatiate on the following images use for training:  
i. diagrams, ii. Graphs and iii. Maps. (6marks)
- 2a. Explain what you understand by participatory video and highlight its value/importance in development work. (10marks)  
b. Explain the process of participatory video and how does the process work? (5marks)
- 3a. State any seven (7) functions of Media Communication in Rural Development. (7marks)  
b. Elaborate on the four (4) roles of Visual Aids in Training. (8marks)
- 4a. Elaborate on One-on-One Discussion/Individual Channel of communication with at least four (4) suitable examples; states two (2) advantages and disadvantages. (8marks)  
b. Enumerate at least seven (7) nature/characteristics of farmers. (7marks)
- 5a Explain the four (4) basic elements involved in communication process. (8.5marks)  
b. A good communicator relies on a message design logic embodying an individual's knowledge about how to relate message forms and functions. List and explain the three message design logics. (6.5marks)
- 6a. What do you understand by the term communication? (3marks)  
b. Mention and explain the three types of dyadic communication with suitable examples each. (12marks)