



ELIZADE UNIVERSITY,
ILARA-MOKIN

FACULTY: SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
SECOND SEMESTER EXAMINATION
2018/2019 ACADEMIC SESSION

COURSE CODE: MAC 402

COURSE TITLE: DEVELOPMENT COMMUNICATION

NUMBER OF UNITS: TWO (2) CREDITS

DURATION: TWO (2) HOURS

ANSWER THREE (3) QUESTIONS IN ALL

QUESTION ONE (1) IS COMPULSORY (30 MARKS)

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- 1a). Assess the dominant paradigm of Development along its historical emergence and the present-day development challenges of countries of the South Pole with specific emphasis on Nigeria (15 MARKS).
- 1b). As a budding expert on Development Communication, analyze the role(s) of EACH of the following in your assessment in 1a above: (i) Political leadership (ii) Mass Media (iii) Imperial/Colonial antecedents/overloads (iv) Target Audiences of Development Communication (v) Academies, professionals, Business/Industry/Development agencies (15 MARKS).
- 2). List and discuss four (4) Elements of Development necessary in the understanding and implementation of Development communication (15 MARKS).
- 3). Discuss the relationship of ANY Theory of Development with ANY Paradigm of Development using your specific choice (15 MARKS).
- 4). Identify and explain three (3) Paradigms of Development you are conversant with, and highlight one (1) shortcoming of EACH of them (15 MARKS).
- 5). Choose a particular Model and explain the usefulness of Communication Strategy for Development (15 MARKS).
- 6). List and explain five (5) generic platforms of Mass Media that enable or enhance Development Communication; and indicate two (2) advantages and two (2) disadvantages of EACH of them (15 MARKS)