

**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)**

1. Discuss the history of the mass media in Nigeria.**(10 marks)**

**(b)**Briefly explain the structure of the mass media in Nigeria. **(10 marks)**

1. List and explain the economic and political development challenges in National Development. Give **three** each of both.**(20 marks)**
2. Briefly discuss the ACADA model**(20 marks)**
3. What are the perspectives of development?**(10 marks)**

**(b)**Discuss **two** of these perspectives.**(10 marks)**