

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 424

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MAC424: DEVELOPMENT COMMUNICATIO

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1. What are the elements of modernisation paradigm of development and its communication counterpart?
2. Discuss the factors responsible for the failure of modernisation paradigm of development and its communication counterpart.
3. Provide justifications for the adoption of participatory/alternative paradigm of development communication.
4. What do you understand by participatory development communication? What are the functions of the communication planner in participatory development communication?
5. In what ways are environment, child rights and education development issues?
6. Enumerate the roles of communication in development. How does communication help to change people's lifestyle?
7. Differentiate between development communication and other types of communication.
8. Highlight the misconceptions about development communication
9. What factors should be taken into consideration in the production of effective print material for development communication?
10. In what ways can radio function in communication for development?
11. What are the strengths of radio that give it precedence over other media for development communication?
12. List and explain the format of radio that can be used for development purposes.
13. Discuss the main uses of video for development communication.
14. What advantages do television and video have over radio as a tool for development communication?
15. Enumerate the strengths and weaknesses of slides sets/filmstrips in development communication.
16. Discuss the usefulness of theatre in development communication.
17. Explain the process of using theatre for development communication.
18. What are the potentials of new media technologies for development?

19. In what ways can the new media hinder development in Africa and what solutions will you suggest to resolving them?
20. Discuss the factors that determine the innovation rate of adoption