



**BOWEN UNIVERSITY, IWO**

**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**

**MASS COMMUNICATION PROGRAMME**

**2022/2023 Second Semester Examination**

**Course Title: Rural Broadcasting**

**Course Code: MAS 406**

**Course Unit: 2 units**

**Duration: 2 hours**

**Instruction: Answer question one and any other two**

1. (a) To establish a radio station in the rural interiors of Osun State, explain the required first step to take before any other thing. (20 Marks)  
(b) List 5 objectives of rural development. (10 Marks)
2. To accelerate development in a country, development journalism is fundamental. Explain this, stating its attributes and importance. (20 Marks)
3. Discuss how community relations can aid the survival of a rural broadcast outfit. (20 Marks)
4. State two theoretical frameworks that support development through rural broadcasting. (20 Marks)
5. (a) With a rural development objective in mind, write a programme content that will benefit rural dwellers and be adaptable for a rural broadcast outfit. (10 Marks)  
(b) Identify 5 major problems of a rural broadcast outfit. (10 Marks)