



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION

DATE: February, 2023

COURSE TITLE: COMMUNICATION IN URBAN AND RURAL SETTING

COURSE CODE: CMA 225

TIME ALLOWED: 2 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS IN ALL.

1. Every city/urban centre is borne out of necessity for development. Discuss this assertion in 4 paragraphs (10 marks)
 - 1b. Iwo community is viewed as a semi-urban city. State your position in favour of or against this assertion (7.5marks)
2. Write briefly on what you understand by:
 - Development communication
 - Communication for development (17.5marks)
3. The 21st century youth will prefer to live in the city than in a rural community. As a youth, what is your preference and why? (17.5marks)
4. List 5 cities in Nigeria that you consider to be Cosmopolitan and consolidate your position with tangible reasons that can be validated by the examiner (17.5marks)
5. Define culture and explain how rural communities are embedded within it, highlighting four key features of culture in this context. (17.5marks)
6. Giving Nigeria's classification as a developing nation, many of its youths aspire to relocate to more developed nations. In your assessment, identify the appealing aspects of developed nations that are lacking in Nigeria. (17.5marks)