



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

2019_2 QUESTIONS

COURSE CODE: MAC343
COURSE TITLE: RADIO/TV PROGRAMMING
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. (a) Define and explain the meaning of broadcasting to the understanding of a layman.
(b) Identify and discuss six (6) characteristics of television broadcasting. **(17¹/₂Marks)**
2. (a) Who is a programme producer?
(b) Identify and explain any five (5) major tasks of a programme producer.
(17¹/₂Marks)
3. (a) Describe a broadcast programme?
(b) Identify and explain four (4) broad classifications of broadcast programmes.
(17¹/₂Marks)
4. (a) What is scheduling in broadcasting?
(b) Give four (4) reasons why stations schedule programmes at a particular time.
(c) Identify and explain any four (4) programme scheduling strategies. **(17¹/₂Marks)**
5. Identify and discuss in details the 4p components of broadcast programming.
(17¹/₂Marks)
6. Compare and contrast the technicalities involved in writing for radio and in writing for television. **(17¹/₂Marks)**