



**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: MAC 442

**COURSE TITLE: ADVANCED BROADCAST NEWS/PROGRAMME
PRODUCTION**

UNIT: 3

TIME: 3 HOURS

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS
CARRY EQUAL MARK**

1. To arouse and sustain audience interest in the news, there are guidelines broadcast writers must follow. With relevant examples, explain five (5) of such principles that you studied. **(17¹/₂ Marks)**
2. As a broadcast writer, vividly explain four (4) basic components that are communal in standard parts of packages for newscast. **(17¹/₂ Marks)**
3. Identify and explain four (4) rules of designing the screen using character generation. **(17¹/₂ Marks)**
4. A lot of concerns have been expressed over the selection of materials for voice over. What five (5) suggestions will you make that help a programme producer in selecting such materials? Justify your suggestions. **(17¹/₂ Marks)**
5. Copy editors check accuracy in several ways. Identify and explain five (5) of them. **(17¹/₂ Marks)**
6. With five (5) valid points justify the use of scripts in programme production **(17¹/₂ Marks)**