



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

COURSE CODE: MAC 343
COURSE TITLE: RADIO/TV PROGRAMMING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. Radio is a unique medium with characteristics which are peculiar to it. Explain this assertion with a discussion of 5 key attributes of the medium. **(25 Marks)**
2. To enable them achieve their objectives, radio stations lay emphasis on their listeners. Examine the reasons for this. **(15 Marks)**
3. Elaborate on the characteristics which distinguish television from other media channels. **(15 Marks)**
4. Examine the different ways through which a TV station can be differentiated from others. **(15 Marks)**
5. Explain the different ways the audience of a TV station influences its format. **(15 Marks)**