



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE  
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
SEPTEMBER, 2020\_1**

**COURSE CODE:** MAC 343  
**COURSE TITLE:** Radio/TV Programming  
**UNITS:** 3  
**TIME:** 3 HOURS

**INSTRUCTION:** ANSWER ANY FOUR QUESTIONS

1. The advent of broadcasting opened up vistas of programming opportunities in radio and TV stations. In the light of this, examine similarities and differences between the two media types. **(17.5 marks)**
2. As a consequence of their characteristics, radio and TV attract different audience types. Examine this statement in the light of availability of different radio/TV stations and their competitiveness. **(17.5 marks)**
3. Trace the history of radio broadcasting from invention to the period of re-diffusion in Nigeria. **(17.5 marks)**
4. Do a historical overview of the growth of TV to its establishment in Nigeria. **(17.5 marks)**
5. What is a broadcast medium's format, and what are implications of the station's philosophy to its creation? **(17.5 marks)**
6. Explain the differences between programmes and programming, and examine how they allow a broadcast station remain competitive in the sector. **(17.5 marks)**