



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_2 EXAMINATION ...

COURSE CODE: MAC442
COURSE TITLE: ADVANCED BROADCAST NEWS/PROGRAMME
PRODUCTION
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE
QUESTIONS.

1. What is a package? Explain in detail the four standard parts of a package. (25 Marks)
2. a) What is news (3 Marks) b) Explain in detail four (4) characteristics of broadcast news (12marks) Total =15 Marks
3. A broadcast news writer writes for the ear unlike the print news reporter who writes mainly for the eyes. To achieve his purpose, the broadcast news writer needs to abide by the broadcast news writing styles. Explain five (5) of the styles that guide the broadcast news writer. (15 Marks)
4. Write short notes on the following:
 - i. Actualities
 - ii. Lead in
 - iii. Wrap around
 - iv. Teases
 - v. Sound bites (15 Marks)
5. Not all broadcast journalists can present news. To be able to present news, a broadcast journalist or presenter must possess certain qualities and/or skills. Identify and discuss with justifications, seven (7) of such qualities. (15 Marks)

6. Broadcast stations air varieties of programmes based on format. Enumerate and discuss any five (5) programme formats and their importance to broadcast programming. (15 Marks).