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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: **MAC444**
COURSE TITLE: **Broadcast Commentary and Announcing**
UNIT: **3**
TIME: **3 HOURS**

INSTRUCTION: **ANSWER QUESTION ONE AND ANY OTHER THREE**

1. As a professional broadcaster, examine any five barriers that influence effective performance of your broadcasting functions **(25 Marks)**

2. You are to advise the Board of Directors of a newly established broadcast station in your community on the essence of news commentary in the broadcasting industry. Explain to the board any three major types of news commentary the station can adopt to make impact in the industry. **(15 Marks)**

3. Identify and critically examine the three major stages involved in writing broadcast commentary. **(15 Marks)**

4. As a broadcaster, examine any five skills you need to inculcate in broadcast announcers to make them fit for the job. **(15 Marks)**

5. Based on NBC records, identify any fifteen (15) of the announcer's presentation tips. **(15 Marks)**

6. Discuss the three major techniques that enhance the work of television announcers. **(15 Marks)**