



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2021_2 EXAMINATION

COURSE CODE: MAC 444
COURSE TITLE: BROADCAST COMMENTARY & ANNOUNCING
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. (a) Commentary writing involves some stages. Explain the stages with copious examples. **(10 Marks)**
(b) Some attributes make radio a widely used medium of mass communication. Explain seven (7) of these attributes. **(15 Marks)**
2. Onyechi (2010) listed some things that announcers must avoid while on air. Explain five (5) things that must be avoided. **(15 Marks)**
3. Identify and explain (four) 4 radio announcing formats, which are used in modern radio. Support your explanation with examples from various programmes on Nigerian radio stations. **(15 Marks)**
4. Some factors are hindering the performance of broadcast organisations in developing nations. Explain five (5) of these factors. **(15 Marks)**
5. The major points to note while writing a broadcast commentary are summarized by Nwabueze (2008). Discuss five (5) of these points. **(15 Marks)**