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

2019_1 EXAM

COURSE CODE: MAC 442
COURSE TITLE: ADVANCED BROADCAST NEWS/PROGRAMME PRODUCTION
UNIT: 3
TIME: 3 HOURS
INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS. EACH QUESTION CARRIES $17^1/_2$ MARKS

1. (a) Identify and discuss the major characteristics of broadcast news? (**10 marks**)
   (b) What methods of news gathering are available to a broadcast news reporter? (**$7^1/_2$ marks**)

2. (a) Broadly categorise and discuss in details the two broad types of news sources open to a cub reporter. (**10 marks)**
   (b) Discuss five methods of news gathering. (**$7^1/_2$ marks)**

3. Explain 5 qualities a good broadcast writer should possess.
   ($17^1/_2$ marks)

4. Identify 5 principles of good presentation? **($17^1/_2$ marks)**

5. (a) What is a script? **($2^1/_2$ marks)**
   (b) Why do we need scripts in programme production? **($7^1/_2$ marks)**
   (c) Identify and explain 5 Types of scripts you know. **($7^1/_2$ marks)**

6. Identify and explain any broadcast programme scheduling strategies you know. **($17^1/_2$ marks).**