



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

FEB 2018 EXAM

COURSE CODE: MAC444
COURSE TITLE: BROADCAST COMMENTARY & ANNOUNCING
UNIT: 3

INSTRUCTION: ANY FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.

1. 1a. Explain the term broadcasting
1b. Discuss the common features of broadcasting. **(17¹/₂ Marks)**

- 2a. List the stages involved in broadcast commentary writing.
2b. Discuss with relevant examples how each of the stages functions. **(17¹/₂ Marks)**

3. Writ short notes on the following elements of styles in broadcast commentary writing.
 - i) Simple
 - ii) Flowery
 - iii) Humorous
 - iv) Conversational **(17¹/₂ Marks)**

- 4a. Who is an announcer?
4b. Discuss the attributes of an announcer **(17¹/₂ Marks)**

- 5a. Mention and explain the four basic tips for voice maintenance according to Hausman et al. (2004)
5b. Discuss the common negative voice qualities according to Hausman, *et al* (2004) **(17¹/₂ Marks)**

6. Identify and explain the five problems associated with vocal delivery in broadcast presentation **(17¹/₂ Marks)**