

1. Musical, drama, comic programmes come under Entertainment function (AND)
2. Every television programme deserves a \_\_  
Script (ANS)
3. The new internet-based media allow for all these EXCEPT \_\_ communication  
Interactive (ANS)
4. As opposed to other forms of communication, broadcast uses essentially \_\_ means  
Electronic (ANS)
5. Radio is very effective for \_\_  
Mass mobilisation (ANS)
6. The "new media" differs from previous ones because it \_\_  
Is interactive (ANS)
7. When governments use the media to exaggerate their achievements, they exercise the \_\_ function of the media  
Propaganda (ANS)
8. Radio appeals to the \_\_ and other human faculties  
Ears (ANS)
9. The \_\_ in radio programming makes it very effective in information transmission  
Flexibility
10. Television is a \_\_ medium, hence the writer must be comfortable working with \_\_  
Visual "images and words" (ANS)

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