

10.00/10.00

Question 1

The components of the broadcast programming are classified into four headings, namely: planning, production, placement and _____
Promotion

The production process includes the following stages_____

Pre-production, production and post-production stages

All but one are types of programme strategies
Bridgecasting

Station schedule programme in a particular time for the following reasons except one
To announce new events

The Nigerian Broadcasting Code (2011) defines a network as a_____with a premier station serving as a nucleus for the productionâ€
Content provider

Bridging: according to_____- _ is used when a station tries to prevent the audience from changing channels during a junction point
Ellis (2000)

_____ is the practice of arranging television or radio programmes on a daily, weekly, or season-long schedule.
Broadcast Programming

In_____ the station eliminates any sort of commercial break.

Hot switching

_____ is a programming strategy a station adopts in which it offers the audience a special programme in order to draw audiences away from what other competitors are offering them. This
Stunting:

Question 10

Broadcast station programmes are sourced_____ and _____
Internally or externally

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