



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION.**

COURSE CODE: MAC 442

COURSE TITLE: ADVANCED BROADCAST NEWS/PROGRAMME PRODUCTION

INSTRUCTION: ANSWER 4 QUESTIONS

ANSWRE QUESTION ONE AND ANY OTHER THREE

TIME ALLOWED: 3HRS

UNIT: 3

QUESTION 1

- (a.) The styles of writing vary significantly across the different sequences of Mass Communication. Considering the historical background of broadcast NEWS, justify why and how the style of writing broadcast news differs from that of other news media news.
- (b.) How would you as a reporter determine whether a particular story has NEWS value or not. What are the criteria for news selection **(25 marks)**

QUESTION 2

It is no longer in vogue to operate analogue systems now. What steps would you follow in digitizing an analogue signal **(15 Marks)**

QUESTION 3

- (a.) In a nutshell explain what you understand by **Newscast**.
- (b.) What factors should you consider in order to have a good newscast? **15marks**

QUESTION 4

Has the digital technology actually made any impact in radio broadcasting?

If yes, what are the procedures required for projecting the impact of digital radio technology? **15marks**

QUESTION 5

Write short notes on any **3**(there) of the following

- Digital Broadcasting
- Script writing
- Stages of production
- Television Lighting
- Actualities

15 Marks