

NNAMDI AZIKI UNIVERSITY  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2023\_2 EXAMINATIONS

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**COURSE CODE:** MAC 343  
**COURSE TITLE:** RADIO/TV PROGRAMMING  
**UNITS:** 3  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY THREE OTHERS

1. Programmers/Producers/Directors are all saddled with key responsibilities that will ensure the effective subscription of their broadcast programmes. Enumerate and discuss at least five of the tasks they have to perform in order to ensure the viability of their programmes. **(25 Marks)**.
2. Certain components are very vital in the broadcast programming process. Discuss the different stages of broadcast programming as encapsulated in the 4Ps of production. **(15 Marks)**.
3. Enumerate and succinctly discuss the three (3) stages of Production in a broadcast studio. **(15 Marks)**.
4. The nature of Television Broadcasting is different from that of Radio in significant ways. Discuss at least five (5) features that distinguish the radio from the television **(15Marks)**
5. Write short notes on any three (3) of the following: **(15Marks)**
  - **Categorisation of Broadcast Programme** By James And Ward (1998)
  - **Categorisation of Broadcast Programme** By Duyile (2005)
  - Programme Models Vs Formats
  - Programme Strategies
  - **Ethical Considerations** in broadcasting