



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_2 EXAMINATIONS__**

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

1. (a.) What do you understand by News gathering?
(b). News gathering as a very important activity in the broadcast media and the means of sourcing information, is key to effective broadcasting. As a senior reporter in your organisation, advise the junior reporters under you on the best methods for sourcing broadcast news. **(25 marks)**

2. A broadcast writer is **not** just like any writer in the other sequences of Mass Communication. What therefore are your expectation of the qualities of a seasoned broadcast writer? Discuss at least five of these qualities **(15 marks)**

3. Broadcast news is peculiar in its own ways. What are those characteristics that make it unique and different from other news items? **(15 marks)**

4. Enumerate and succinctly discuss at least five conditions desirable of a good newscast. **(15 Marks)**

5. Write short notes on any 3(three) of the following **(15marks)**
 - i. Recording
 - ii. Transition effects
 - iii. Production Procedure
 - iv. Shooting techniques
 - v. Elements of production



6. (a) Write short notes on Text as a property of multimedia elements (*5 marks*)
(b) State any five benefits of multimedia (*5 marks*)
(c) Distinguish between the American Standard Code for Information Interchange (ASCII) and Unicode Standard (*2 marks*)