



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: MAC343
COURSE TITLE: RADIO/TV PROGRAMMING
UNITS: 2
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1. a. Trace the development of television in Nigeria, highlighting and explaining the **four (4)** major milestones the development has passed through. **(20 Marks)**
b. How was the development of television in Nigeria influenced by its development in Europe? **(10 Marks)**
2. a. What do you understand by narrowcasting and why do broadcast stations narrowcast? **(5 Marks)**
b. Distinguish between internally and externally produced programmes and explain their contribution as broadcast programme sources. Give examples. **(15 Marks)**
3. a. Underscore the importance of training in writing for television. **(4 Marks)**
b. Mention and explain at least **eight (8)** decisions to consider before writing for television according to New Zealand Writers Guild. **(16 Marks)**
4. The aim of setting guidelines is to ensure that qualitative programming content are met, while encouraging creativity, innovation and entrepreneurship. In the light of this statement, highlight and explain at least **ten (10)** NBC guidelines on programming standard **(20 Marks)**