



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: MAC443
COURSE TITLE: MEDIA STATION MANAGEMENT AND OPERATIONS
UNIT: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR QUESTIONS. EACH QUESTION CARRIES 17½ Marks

1. The dawn of the 21st century is the era of information technology. Some scholars have argued, that the 'old' and conventional method of providing information, such as through radio and television, is gradually losing its importance in contrast to the computer. (a) Do you agree with this viewpoint? (5 marks).
(b) Justify your point of view with 5 valid points. (12½ marks.)
2. Writing for radio is not the same as writing for television. Discuss the peculiarities involved in writing the television script that distinguish it from the writing the radio bulletin.
(b) What news determinants should an editor that knows his onions lookout for while editing his bulletins and scripts? (17.5 marks)
3. (a). What is a media production script? (7½ marks).
(b). How would you discuss the importance of preproduction to media production? (10marks)
4. (a) What do you understand by Total Quality Management (TQM)? (6marks)
(b) How does it differ from strategic management? (5½ marks), And
(c) Systems approaches to management? (6marks)
5. It is not unusual for the police, courts and other law enforcement agencies to receive reports about defamation actions from stations and people who are in conflict with neighbours or other members of their communities.
(a) What do you understand by the term 'defamation'? (5½ marks).
(b). State 4 ingredients of a defamatory matter that a media manager must be conversant with. (12marks).