



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

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

1. Describe the nature of radio broadcasting audience and explain at least **three (3)** of their key characteristics **(30 Marks)**
2. a. How does broadcast programming differ from broadcast programmes? **(10 Marks)**
b. Citing relevant examples, discuss James and Ward's (1998) **four (4)** categorizations of broadcast programmes **(10 Marks)**
3. The production and arrangement of station is the duty of the programme department. Discuss the roles and responsibilities of the **five (5)** key personnel in the department **(20 Marks)**
4. The NBC Code is meant to serve as a guideline for programming and all other aspects of broadcasting in Nigeria. Supporting your answer with practical examples, assess the level of compliance of broadcast stations in Nigeria with the first five items (a – e) of the Code regarding the needs broadcast media must satisfy **(20 Marks)**