



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 TITLE:	BROADCAST COMMENTARY AND ANNOUNCING
COURSE CODE:	MAC 444
CREDIT UNITS:	3
TIME ALLOWED:	3 HOURS
INSTRUCTION:	ANSWER ANY FOUR (4) QUESTIONS

- 1a. State the three major classifications of the broadcast media. **3 marks**
- 1b. News Commentary is a form of broadcast commentaries. With relevant examples, discuss the concept and classifications of broadcast commentaries. **14.5 marks**
- 2.a. Explain the element of style in broadcast writing. **12.5 marks**
- 2b. List any five elements of broadcast commentaries that you know. **5 marks**
- 3a. Effective speech preparation is essential for an announcer to deliver his presentation effectively. Explain at least five steps for an announcer to efficiently prepare his/her speech. **10 marks**
- 3b. Describe the role of a television announcer in a station like AIT? **7.5 marks**
- 4a. Clothing and make-up for a TV announcer must be top-notch. Identify and explain any five things that an announcer should do to look his/her best on TV. **10 marks**
- 4b. Discuss how an announcer can conduct voice evaluation for him/herself before taking to the microphone. **7.5 marks.**
- 5a. What is broadcast commentary? **2.5 marks**
- 5b. Radio has about fifteen features that make it unique. List and explain any seven of these features. **15 marks.**