



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION**

COURSE CODE: MAC 343

COURSE TITLE: RADIO/TV PROGRAMMING

CREDIT UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1a. The radio is different from the television in significant ways: Do you agree? Justify your stand. **(2 marks)**

1b. Enumerate the characteristics that differentiate radio from television **(6 marks)**

1c. Elaborately discuss at least 6 (six) of these characteristics **(12 Marks)**

1d. In this digital world of the 21st C, justify the need for still having transistor radios in use till date. **(10marks)**

2a. What do you understand by the term “**broadcast programme**”? In what ways does it differ from “**Broadcast Programming**”? **(5 marks)**

2b. Succinctly justify your answers, using good examples to elucidate the differences between the two. **(10 marks)**

2c. Write short notes on any 2 (two) of the following music formats in radio programming.

(5 marks)

- i. Country-western format
- ii. Folklore
- iii. Adult Contemporary
- iv. Classical
- v. Jazz

3. Discuss the principles of writing for the radio, duly explaining the values of the 6Cs for this form of writing **20Marks**

4. As a Director in a Television Broadcast Station, what are the qualities you would look out for and the considerations you will make while employing a **Television Broadcast Script Writer?** **20 Marks**