



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_2 EXAMINATION ...

COURSE CODE: MAC 343
COURSE TITLE: RADIO/TV PROGRAMMING
UNIT: 3
TIME ALLOWED: 3HRS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. The peculiarity of radio as a medium of mass communication has virtually turned its characteristics into its limitations. Identify and discuss any five of such characteristics. **17 ½ marks**
2. Writing for radio is not the same as writing for television. Discuss the technicalities involved in writing the television script and contrast it with writing the radio bulletin. **17 ½ marks**
3. A new broadcast media outfit, TREND TV, has approached you for a guide on scheduling strategies to attract audience in a typical metropolitan city such as Lagos. Identify and explain any five programme scheduling strategies that could serve its purpose. **17 ½ marks**
4. (a) What is narrowcasting? **4 marks**
(b) How does it differ from broadcasting and cablecasting? **7½marks**
(c) Give two examples of each. **6 marks**
5. In broadcast programming, planning is everything. Identify and explain five bold steps involved in programme planning. **(17½ Marks)**
6. A good radio script is expected to meet up with certain criteria. Identify and explain any five of such criteria. **(17½ Marks)**