



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2022_1 EXAMINATION

COURSE CODE: MAC 343
COURSE TITLE: Radio/Tv Programming
UNITS: 3
TIME ALLOWED: 3HRS

INSTRUCTION: ANSWER **Question one and any three others**

1. Radio can be used to persuade and motivate people to action. Identify and explain five areas that radio can be used in this form **(25 Marks)**
2. James and Ward (1998) classified broadcast programmes into four major categories. Identify and explain them **(15 Marks)**
3. There are some roles that are taken by programme managers. Discuss at least five of those roles **(15 Marks)**
4. Broadcast script, particularly radio script must measure up to laid down parameters. Discuss five of these parameters **(15Marks)**
5. With five valid points, explain why stations schedule programmes in a particular time **(15 Marks)**