



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION

COURSE CODE: MAC 343
COURSE TITLE: RADIO/TV PROGRAMMING
UNITS: 3
INSTRUCTION: ANSWER QUESTION ONE AND ANY THREE OTHERS

1. The radio is said to be a very effective medium for Persuasion and Mass Mobilisation. Do you agree? Justify your answer by explaining how the radio can be used to motivate and persuade the rural dwellers at the Grassroots. **(25 Marks).**
2. The major business of any Broadcast Organisation is *programming*. Enumerate and clearly explain any **four** (4) broadcast programmes that you know. **(15 Marks).**
3. Your younger sibling has been posted to Radio Nigeria for her 6 months SIWES Programme. Advise her on the Roles of the Manager of the organisation so that, she will not fall short of the expectations of the Manager. Outline and discuss at least five of the Manager's Roles. **(15Marks)**
4. Discuss at least five **guiding principles** that a Script writer must observe in preparing a broadcast script. **(15Marks)**
5. Write short notes on any **3 (three) of the following**
 - Broadcast Musical Programmes
 - Programme Strategies
 - The 4Ps of Production
 - Characteristics of the radio
 - Audience segmentation/fragmentation