



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER, 2020_1**

COURSE CODE: MAC 343
COURSE TITLE: Radio/TV Programming
UNITS: 3
TIME: **3 HOURS**

INSTRUCTION: **ANSWER ANY FOUR QUESTIONS**

1. The advent of broadcasting opened up vistas of programming opportunities in radio and TV stations. In the light of this, examine similarities and differences between the two media types. **(17.5 marks)**
2. As a consequence of their characteristics, radio and TV attract different audience types. Examine this statement in the light of availability of different radio/TV stations and their competitiveness. **(17.5 marks)**
3. Trace the history of radio broadcasting from invention to the period of re-diffusion in Nigeria. **(17.5 marks)**
4. Do a historical overview of the growth of TV to its establishment in Nigeria. **(17.5 marks)**
5. What is a broadcast medium's format, and what are implications of the station's philosophy to its creation? **(17.5 marks)**
6. Explain the differences between programmes and programming, and examine how they allow a broadcast station remain competitive in the sector. **(17.5 marks)**