



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

JUNE/JULY 2013 EXAMINATION

COURSE CODE: MAC 444

COURSE TITLE: BROADCAST COMMENTARY AND ANNOUNCING

TIME ALLOWED: 3HRS

**INSTRUCTIONS: INSTRUCTION: ANSWER QUESTION ONE WHICH IS
COMPULSORY WITH ANY OTHER THREE**

1. Broadcasting is made possible as result of certain technological attributes. Discuss. **(10marks)**

(b) Leonard-Reinsch and Ellis in 1960 enumerated factors which pose as limitations to broadcasting. List and briefly explain five. **(15 marks)**
2. In the broadcast industry there are two major forms of ownership and control. List and discuss these two with examples. **(15 marks)**
3. What are broadcast commentaries? **(5 marks)**
(b) Give four classes of news commentaries and explain briefly **(10 marks)**
4. What is an Announcer's copy? **(5 marks)**
(b) While analyzing a copy, what must an announcer do? Explain five briefly. **(10marks)**
5. Discuss the term "Vocal Abuse". **(5 marks)**
(b) What five ways can vocal abuse be prevented? **(10 marks)**
6. Discuss the concept of "Ad-libbing". **(5 marks)**

(b) Give **five** general ad-libbing requirements. **(10 marks)**