



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS & SOCIAL SCIENCES

MARCH/APRIL 2014 EXAMINATION

COURSE CODE: MAC444

COURSE TITLE: BROADCAST COMMENTARY & ANNOUNCING

TIME ALLOWED: 2 HOURS

INSTRUCTION: ANSWER **QUESTION ONE** AND ANY OTHER **TWO**

1. Discuss your roles as a television announcer and differentiate your roles from that of your friend, who is a radio announcer.
(30 Marks)

2. Discuss ownership structure in broadcasting industry and how various forms of ownership affects the industry in Nigeria.
(20 Marks)

3. Discuss in full the elements of style in broadcast commentary writing.
(20 Marks)

4. **(a)** Give detailed explanation of three basic requirements necessary to be an announcer **(10 Marks)**
(b) Discuss the inherent features in the definition of broadcasting.
(10 Marks)

5. **(a)** Why do you think it is necessary to analyse a copy? **(10 Marks)**
(b) Discuss five limitations of broadcasting. **(10 Marks)**

