



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

**OCTOBER 2016 EXAM**

**COURSE CODE:                      MAC444**  
**COURSE TITLE:                  BROADCAST                      COMMENTARY                      AND**  
**ANNOUNCING**  
**UNIT:                                      3**

**INSTRUCTION:                      ANSWER ANY FOUR QUESTIONS**  
**TIME: 3 HOURS**

1. Effective broadcast announcement demands some qualities from broadcasters. Argue in favour of this statement, using announcer attributes as bases. **(17½ Marks)**
2. As a professional radio broadcaster, you have been invited as a guest speaker at Annual Mass Communication Students Broadcasting Day with the topic “Distinctiveness of Radio Broadcasting in Nigeria”. Discuss at least 12 characteristics of radio to do justice to the topic. **(17½ Marks)**
3. Explain to the fresh mass communication graduate, who has just join your radio station where and how to source materials for commentary. **(17½ Marks)**
4. Highlight and discuss not less than six factors that hinder effective broadcasting in Nigeria. **(17½ Marks)**
5. You have been working as a news broadcaster for not less than eight years in a broadcast media house, discuss four different classifications through which you present news commentary. **(17½ Marks)**
6. Good voice is an essential quality for a broadcast announcer. As you are aspiring to be a renowned broadcast announcer, discuss at least five ways through which you can maintain a good voice. **(17½ Marks)**