

**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)**

1. In the broadcast industry there are two major forms of ownership and control. List and discuss these **two** with examples. **(15 marks)**
2. What are broadcast commentaries? **(5 marks)**

(b) Give **four** classes of news commentaries and explain briefly **(10 marks)**

1. What is an Announcer’s copy? **(5 marks)**

(b) While analyzing a copy, what must an announcer do? Explain **five** briefly. **(10marks)**

1. Discuss the term “Vocal Abuse”. **(5 marks)**

(b) What **five** ways can vocal abuse be prevented? **(10 marks)**

1. Discuss the concept of “Ad-libbing”. **(5 marks)**

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