



NATIONAL OPEN UNIVERSITY OF NIGERIA
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE TITLE: PUBLIC AFFAIRS BROADCASTING
COURSE CODE: BCJ 316
CREDIT UNITS: 2
TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

- 1a. What is Public Affairs Broadcasting? **(10 marks)**
- 1b. There are myriads of factors that make it difficult for Public Affairs Broadcasting to thrive in Nigeria. Explain five factors that can mitigate the success of Public Affairs Broadcasting. **(10 marks)**
- 1c. Every programme must have a synopsis. Discuss the components of Public Affairs broadcasting programme. **(10 marks)**
- 2a. Define Public Service Announcement (PSA). **(2 marks)**
- 2b. State six points to consider when writing a PSA. **(12 marks)**
- 2c. Describe three of the disadvantages of PSA. **(6 marks)**
- 3a. Explain the basic components of a magazine programme. **(15)**
- 3b. Explain five of the tips for producing a magazine programme. **(5 marks)**
- 4a. The news and current affairs division is the life wire of Public Affairs Broadcasting. Explain the functions of news and current affairs in Public Affairs Broadcasting. **(12 marks)**
- 4b. Critically examine the characteristics of Public Affairs Broadcasting. **(8 marks)**
- 5a. Public Affairs Broadcasting offers members of the general public right to express themselves. Examine five programme formats of Public Affairs Broadcasting. **(15 marks)**
- 5b. State five benefits of Public Affairs Broadcasting. **(5 marks)**