



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE CODE: MAC 343

COURSE TITLE: RADIO/TV PROGRAMMING

CREDIT UNITS: 2

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1a. In spite of the emergence of new media, which also serves as a source of information, education and entertainment, radio is still a significant channel for many people across the world. Highlight and explain at least five other features of radio broadcasting that makes it significant.

1b. Discuss the concept of programme format and why it is necessary in broadcast media.

30Marks

2a. Succinctly explain the difference between broadcast programme and broadcast programming.

2b. Write short notes on the following according to music format in radio programming.

- i.** Country-western format
- ii.** Folk
- iii.** Adult Contemporary
- iv.** Classical
- v.** Jazz

20Marks

3. Enumerate and discuss the functions of four personnel involved in the programmes department of a broadcasting station.

20Marks

4. What are the parameters (e.g the 6Cs) that must be followed for a story to flow logically to gain audience in radio broadcasting? List and expatiate.

20 Marks