



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS

COURSE TITLE: BROADCAST COMMENTARY AND ANNOUNCING
COURSE CODE: MAC 444
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

1a. Broadcast media has about five attributes that makes it unique. List and discuss any three of these attributes. **12 marks**

1b. List the sources of materials for developing a broadcast commentary. **5.5 marks**

2a. What is a copy in broadcasting? **2.5 marks**

2b. As an announcer, identify and explain any five steps that you are expected to take when you receive a script in order for you to present an interesting programme. **15 marks**

3a. What is vocal abuse? **2.5 marks**

3b. You noticed that your colleague's voice is quite bad after his last presentation. List and explain five things that you can tell him to do to prevent vocal abuse. **15 marks**

4a. What are radio announcing formats? **2.5 marks**

4b. In an interview to become a studio manager, explain with relevant examples any three types of radio announcing format which you may adopt for your station. **15 marks**

5a. Discuss the 3 major problems that the voice may have. **12 marks.**

5b. Explain how monotone and poor pitch can affect an announcer's delivery and reception among his/her audience. **5.5 marks**