



**ELIZADE UNIVERSITY,
ILARA-MOKIN**

**FACULTY: SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
SECOND SEMESTER EXAMINATION
2018/2019 ACADEMIC SESSION**

COURSE CODE: MAC 214

COURSE TITLE: NEWS WRITING & REPORTING II

NUMBER OF UNITS: TWO (2) CREDITS

DURATION: TWO (2) HOURS

HOD's SIGNATURE

**INSTRUCTIONS: ANSWER THREE (3) QUESTIONS IN ALL.
QUESTION NUMBER ONE (1) IS COMPULSORY (30 MARKS)
ALL OTHER QUESTIONS CARRY 15 MARKS**

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- 1). Discuss Human Interest as pivot of Broadcast News gathering, writing and presentation (30 MARKS).

- 2). Writing for the eye and ear is common to and relevant for Broadcast News. Explain this in the light of various broadcast audiences (15 MARKS).

- 3). List and explain TEN (10) peculiarities of broadcast genre as a news/information platform (15 MARKS).

- 4). Outline and discuss five (5) TOOLS/EQUIPMENT of Broadcast News gathering and presentation (15 MARKS).

- 5). Identify and explain five (5) attributes of Broadcast News Writing (15 MARKS).

- 6). Attribution and sound bites are critical elements of credibility in Broadcast News gathering and delivery. Explain (15 MARKS).