

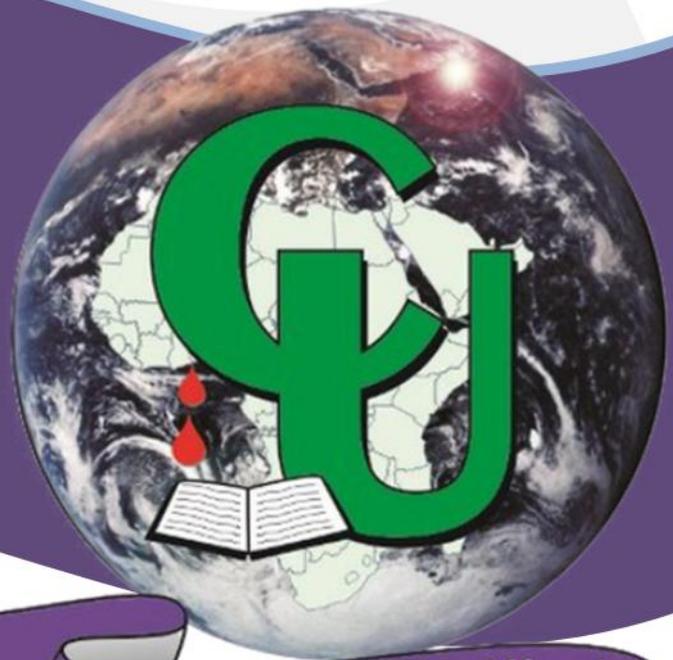
COVENANT UNIVERSITY

TUTORIAL KIT

PROGRAMME: MASS. COMM

ALPHA SEMESTER

300 LEVEL



Raising A New Generation Of Leaders

DISCLAIMER

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COVENANT UNIVERSITY

CANAANLAND, KM 10, IDIROKO ROAD
P.M.B 1023, OTA, OGUN STATE, NIGERIA

TITLE OF EXAMINATION: B.Sc.
COLLEGE: Business and Social Sciences
SCHOOL: Social Sciences
DEPARTMENT: Mass Communication
SESSION: 2014/2015 **SEMESTER:** ALPHA
COURSE CODE: PRE 312 **CREDIT UNIT:** 2
COURSE TITLE: Advertising Creative Strategy & Tactics
INSTRUCTION: Answer Question 1 and two others
TIME: 2 Hours.

Tip: Orderly and mature presentation will be rewarded.

- 1a. List out and explain ten pertinent questions that you must ask yourself before you begin to craft a copy for an online, print or broadcast advertisement. (20 marks)
- 1b. What are the criteria for writing a good advertising copy? (10 marks)
2. What is Copy Platform? Describe the elements of a Copy Platform. (20 marks)
3. Distinguish between logical and emotional approaches to advertising. Which would you use for professors and music lovers (20 marks).
4. Explain each of the following in not more than five paragraphs:
 - a. Creativity in advertising (5 marks)
 - b. USP (7 marks)
 - c. How to determine a positioning strategy (8 marks)

5. Explain convincingly the functions that an advertising agency performs with respect to a product or service. (20 marks)



12/11/14

COVENANT UNIVERSITY

TITLE OF EXAMINATION: B.Sc. COLLEGE: CDS
DEPARTMENT: Mass Communication SESSION: 2011/2012 SEMESTER: Alpha
COURSE CODE: PRE 312 COURSE TITLE: Advertising Creative Strategy & Tactics

MARKING GUIDE

Instruction: Answer Question 1 and two others.

Time Allowed: Two Hours

Tip: Orderly and mature presentation will be rewarded

1a. List out and explain ten pertinent questions that you must ask yourself before you begin to craft a copy for an online, print or broadcast advertisement. (20 marks)

1b. What are the criteria for writing a good advertising copy? (10 marks)

1a. The following 10 questions should be explained as answers to Q1a. The answer must start with the definition of a copy.

- a. What are my objectives?
- b. Who are my audiences and what do they want?
- c. What do I want to say?
- d. What are the benefits in the copy for my target audience?
- e. Will my copy be believed?
- f. Will I be able to communicate in the language of the audience?
- g. Can I K.I.S.S?
- h. What is the relevance of my copy to the target audience?
- i. Is my copy outstanding and memorable?
- j. Do I enjoy producing the copy?
- k. Will my copy be personal to the member of the mass audience?

1b. The following are the criteria (not fewer than five)

Creativity, Curiosity, Optimism, Imagination and deep thinking, confidence in writing, Passion, etc. Each of these criteria must be explained by the student.

2. What is Copy Platform? Describe the elements of a Copy Platform. (20 marks)

A copy platform is a document that describes the elements of the creative strategy of a campaign. The following are the basic elements:

- a. What are the basic problem that the advertising campaign must address?
- b. Advertising and communication objectives
- c. Description of the target audience
- d. The major selling idea and the benefits to communicate
- e. The creative strategy statement
- f. Other elements that may be necessary.

3. Distinguish between logical and emotional approaches to advertising. Which would you use for professors and music lovers (20 marks).

This question has three parts. Student will explain rational approach to advertising and explain its characteristics. Secondly, the emotional approach and its characteristics are also explained. Rational approach is based on logic, which means that the advertiser bases the marketing to the product on the intrinsic qualities and characteristics of the product. He stresses the dominant trails of the product, comparing with other products, price gain, information, and other information that will make the prospective buyer take rational decision. Emotional approach evokes emotions in terms of affection, arousal, comfort, fear, happiness, pleasure, sorrow, and those extraneous parameters that are external to the product. Student can then explain that both approaches are good and are used in the Nigerian environment. People are emotional while a good number will need the proper information in order to take rational decision.

Professors, because of the academic orientation will tend toward logic presentation while music lovers would likely prefer emotional approach. This should be thoroughly thrashed by the student.

4. Explain each of the following in not more than five paragraphs:

- a. Creativity in advertising (5 marks)
 - b. USP (7 marks)
 - c. How to determine a positioning strategy (8 marks)
- a. Creativity means a great idea that solves a advertising, communication problem with proof - sale, attention, goodwill etc. - to show.

b. USP

) Unique Selling Proposition or USP is an advertising system which enables an advertiser, through his agent, to communicate the strongest value of a brand or product in a way that makes preponderant over the competition, thereby attracting attention, sale and goodwill from the target audience. It has four characteristics

) You must make a proposition

) The proposition must be such that cannot be matched by the competition

) The proposition must be strong enough to move a mass audience.

) The proposition must be sustainable.

c. The following are the ways to determine positioning strategy after “positioning has been defined by the student.

) Identify competitors and do an assessment of target audience’s perception of competition

) Determine competitors position

) Make the positioning decision

) Monitor the position

5. Explain convincingly the functions that an advertising agency performs with respect to a product or service. (20 marks)

)

) **Functions of an advertising agency**

) Students must define what advertising agency and give examples both Nigeria and foreign.

) The main job of ad agency is to create goodwill for a product or service. This goodwill translates into several dimensions:

a. Creating, planning, preparing and deploying adverts in media and other media outlets available for the product. This is a loaded function of an agency.

b. Conducting research on the marketability of the product.

c. Sales promotion

d. Find buyers or clients for the product.

e. Corporate and public relations.

- f. Advisory services.
- g. Product image improvement
- h. Make the buyers buy the product.
- i. Build a brand and sustain it for the product in such a manner that creates loyalty for the product.

COVENANT UNIVERSITY

TITLE OF EXAMINATION: B.Sc. COLLEGE: CBSS
DEPARTMENT: Mass Communication SESSION: 2015/2015 SEMESTER: Alpha
COURSE CODE: MAC 311 COURSE TITLE: Newspaper Management and Production

Instruction: Answer Question 1 and two others.

Time Allowed: Two Hours

Tip: Orderly and mature presentation will be rewarded

1a. Describe 14 layout tools in Adobe PageMaker and their functions. You must illustrate your answer. (21 marks)

1.b Adobe PageMaker is old layout software but some local newspapers in Nigeria still use it. Why? (9 marks)

2A. Define a newspaper and describe four formats that you know. (10 marks)

2B. List and explain the contents of a newspaper and describe the importance of each. (10 marks)

3. Online newspapers are better than hardcopy newspapers. Discuss. (20 marks)

4. Describe the steps involved in establishing a newspaper. Explain the significance of each step. (20 marks).

5. Discuss the types of statutory registration for a newspaper publication. (20 marks)



12/11/14

COVENANT UNIVERSITY

TITLE OF EXAMINATION: B.Sc. COLLEGE: CBSS
DEPARTMENT: Mass Communication SESSION: 2015/2015 SEMESTER: Alpha
COURSE CODE: MAC 311 COURSE TITLE: Newspaper Management and Production

MARKING GUIDE

Instruction: Answer Question 1 and two others.

Time Allowed: Two Hours

Tip: Orderly and mature presentation will be rewarded

1a. Describe 14 layout tools in Adobe PageMaker and their uses. You must illustrate your answer (21 marks)

1.b Adobe PageMaker is an old layout software but some local newspapers in Nigeria still use it. Why? (9 marks)

1a. Text tool for imputing text, pick tool for highlighting object, rotate tool for rotating tool, line tool for drawing lines, polygon tool for drawing polygon, polygon text tool for drawing polygon that will contain text or other objects, rectangle tool for drawing rectangle and square, crop tool for cutting images to size, circle tool for circles and ovals, move too for moving objects, zoom tool for view. Illustration with thumbnails will attract more marks.

1b. PageMaker is still in use in Nigeria because of the following:

-) The software is free to obtain on the internet.
-) Unlike other software which uses one window for both text and layout, it uses one for text editing and one for layout.
-) You can flow in text on virtually any number of pages you want to publish.
-) It does not tolerate excessive graphics which may take a lot of time to create.
-) It is easy to use.

2A. Define a newspaper and describe four formats that you know (10 marks)

2B. List and explain the contents of a newspaper and describe the importance of each. (10 marks)

2A. A newspaper is mechanically-produced, loosely bound periodical for disseminating news and information to an audience. It can be published daily, weekly and on-line. Definition of a newspaper with some characteristics. The formats include broadsheets, Midi, Tabloids, and on-line.

) **2B.** Contents are: News, feature stories, editorials (reflecting the views of the newspaper itself and other opinion writers), Letters to the editor, advertisements, cartoons, photographers, reviews and art.

3. Online newspapers are better than hardcopy newspapers. Discuss

Here the student will list and explain the characteristics both and then go ahead to make a case for the online newspaper.

Online Newspapers

-) News gets to audience faster.
-) Saves time, money and energy
-) News has the benefits of multimedia presentation
-) Online can compete with broadcast journalism
-) Online newspapers have more or can easily create more pages thus brightening the chances for more items including advertisements.
-) Globally, laws are still a bit more relaxed when compared to the hardcopy newspapers
-) Future generally brighter than hardcopy papers
-) Cheaper advertising, wider reach.

Hardcopy newspapers

-) Intellectual property rights are easier to track in hard copy newspapers
-) Legal experts opine that hardcopy newspapers still serve as better evidence in courts
-) Content analysts in Africa seem to prefer doing research with hardcopy rather than online.
-) No Electricity issue which computers have to deal with in online, especially in some parts of Africa.
-) Even though online newspapers exist, Nigerians seem to prefer hardcopy newspapers for now.

The edge that online has over hardcopy actually lies in the future of both. The world is tending towards ICT and global village which hardcopy newspapers seem not to popularly support

4. Describe the steps involved in establishing a newspaper. Explain the importance of each step. (20 marks).

The steps (10 marks) are the following:

-) Doing a feasibility study on all areas – audience, funds, vendors, etc.
-) Name formation and registration of newspaper titles with the appropriate authority.
-) Constituting the Editorial Board
-) Editorial Board’s determination of newspaper philosophy, mission and policy
-) Budgeting and sourcing for initial funding
-) Securing office space
-) Staff recruitment
-) Production facilities and equipment procuring
-) Print pretests
-)

5. Discuss the types of statutory registration for a newspaper publication. (20 marks)

-) Registration of the publishing company with CAC (federal ministry of Commerce)
-) Registration with National Library (for ISSN)
-) Registration with National Library for the statutory submission of three copies.
-) Registration with various bodies NPAN, Nigerian Press Council, etc.

The registration process involved in each case should be discussed.

COVENANT UNIVERSITY

TITLE OF EXAMINATION: B.Sc. COLLEGE: CBSS
DEPARTMENT: Mass Communication SESSION: 2015/2015 SEMESTER: Alpha
COURSE CODE: MAC 312 COURSE TITLE: Photojournalism

Instruction: Answer Question 1 and two others.

Time Allowed: Two Hours

Tip: Orderly and mature presentation will be rewarded.

1A. Describe the basic shots in photography (15 marks).

1B. Illustrate how Standard Lens, Wide Angled Lens and Telephoto Lens work (15 marks).

- 2. The coverage of court proceedings by a photojournalist requires more tact and decorum than entertainment. Discuss (20 marks).**

)

- 3. Write briefly on the following in not more than four paragraphs each. (20 marks)**

) The importance of Light to photography

) Focal length

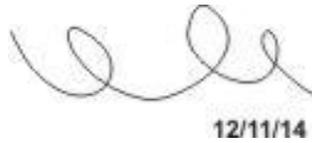
) Perspective

) Shutter

) Stringer

- 4. You are a roving photojournalist and a road accident occurs one kilometer away. How are you going to undertake the coverage? (20 marks)**

- 5. List out the types of sports assignments you know and describe their coverage. (20 marks)**



COVENANT UNIVERSITY

TITLE OF EXAMINATION: B.Sc. COLLEGE: CBSS
DEPARTMENT: Mass Communication SESSION: 2015/2015 SEMESTER: Alpha
COURSE CODE: MAC 312 COURSE TITLE: Photojournalism

Instruction: Answer Question 1 and two others.
Time Allowed: Two Hours
Tip: Orderly and mature presentation will be rewarded

MARKING GUIDE

1A. Describe basic shots in photography (15 marks).

The shots are Extreme Close Up, Close Up, Medium, Long, and Extreme Long Shot. Each of this short should be explained in one long paragraph or two modest paragraphs.

1B. Illustrate how Standard Lens, Wide Angled Lens and Telephoto Lens work (15 marks).

Ordinarily, light is what makes us see. But with regards to the photography, light is the visible part of radiation (rays) that is transmitted, reflected, emitted or absorbed by objects and it is what a camera manipulates in order to produce an image. Student can also take time to explain how a camera manipulates lights to form an image. Light passes through a lens to form an image. There are a total of 5 marks to earn here.

-) Standard Lens is a lens that provides the view like that of one human eye. The human eye forms an image at angle of 50 degrees just like the standard lens. This means that any object outside 50 degrees cannot be captured by a standard lens. With the standard lens picture taken appear normal in size relative to the size of the photograph.
-) The WAL can see beyond one human eye as objects you cannot see with a standard lens are brought into the view finder. Field is more than 90 degrees. When a long shot needs to be taken, what you need is a WAL.
-) Telephoto Lens: This is also called narrow angled lens. This is what you need to get a minute details of shot. Photojournalists use this lens a lot.

)

2. **The coverage of court proceedings by a photojournalist requires more tact and decorum than entertainment. Discuss (20 marks).**

)

) Answer should start with the difference in the two types of coverage. One of the things to talk about here is that unlike entertainment where journalists are usually invited to cover the event, it is the journalist that craves to cover the courts. Also, Unlike entertainment where reporting is naturally part of the trade, law courts will not need the input of a journalist to deliver justice, unless the journalist is involved in the case. Therefore, if a journalist is allowed in a court by a judge it is a real privilege for the journalist. Coverage of courts is silent while that of entertainment is usually loud. This is the first part of the question which carries half of the marks.

Legal proceedings usually in court of law, tribunal, or arbitration panel requires more tact and decorum:

-) You are supposed to be in one location through the proceedings. Gallivanting will earn you the wrath of the judge.
 -) You must use a silent camera. The snap noise of the camera is not permitted in court. There are special cameras for covering such an event.
 -) Because you may be far from the location of the judge, the plaintiffs and the respondents, you will have to carry telephoto lens as one of the tools you will need in the court.
 -) Shots are center around the three foregoing listed actors.
 -) Check in advance with court registrars the cause list to know when your assignment is due.
 -) It is in your interest to follow the rules of the court. The judge can jail you straightaway if you mess up unlike in the entertainment where the long process of calling the police holds sway.
 -) Extra useful comments by the student can earn one or two marks.
-)

3. **Write briefly about the following in not more than four paragraphs each. (20 marks)**

-) **The important of Light to photography**
-) **Focal length**
-) **Perspective**
-) **Shutter**
-) **Stringer**
-)

) The importance of light to photography

In an ordinary language, the light is what makes us see. There is a whole lot of connection between the human eye and light. Light is extremely instrumental to seeing. Light is the visible part of radiation, without light eye cannot function i.e. without light we cannot see.

Therefore, light is an indispensable to the working of a camera. Light can be transmitted, reflected, emitted or absorbed by objects we see around us. It may also chemically affect the objects on which it falls. If rays of light coming from a particular object are carefully processed, those rays of light are capable of forming an image of the object on the material on which they fall on.

) Focal Length

When rays of light are coming from an object to a camera, they fall on the lens and then proceed to the back of the camera to form an image. The distance between the lens and the image formed at the back of the camera is called the focal length. The greater the focal length, the larger the size of the image created. The focal length in telephoto lenses is greater and larger than other lenses in a camera.

There are three major colors that are present, red, blue and green. Any light that you see is an equal mixture of the three. Any light that you see is a combination of colors in proportion e.g. light colors that are combined to give fluorescent light.

) Perspective

Perspective is the special arrangement of depth and distance in a photograph in such a manner that objects which are far away are presented as being smaller than those that are in front or near. A good photographer must have knowledge of the perspectives in order to take good photographs. For instance, when you look in your viewfinder, in a setting full of chairs, the chair in front will be bigger than those in the back profile.

It is the particular part of an image you have taken/snapped, e.g. if you want to take a picture of a man's face but you need only the side of the man's face, that part is your profile. Profile is focusing on a particular aspect and area.

) Shutter

The shutter is the device that allows light to enter the camera. The action is something like the quick opening or closing of a window-blind. The shutter is a rotating element that observes the light in the optical part of a motion picture mechanism. At a pre-determined interval. The shutter is usually located behind the lens. It opens when the shutter release button is pressed and closes quickly, after the correct amount of light has been let in to register on the film. This means that the longer the film is exposed to light. Most cameras have adjustable shutter speeds. Shutter

can therefore promote exposures ranging from several seconds to several minute seconds. There are different types of shutter but two are well known, they are (i) leaf shutter and (ii) focal plane shutter.

Stringer

The stringer is a cross breed between a staffer and a freelancer. A stringer is a freelancer who primarily provides photos to one source, more as a contract photographer. The advantage is you have a good outlet to sell your work where the pay is pretty steady. Most of the other aspects are as a freelancer, but you know that if you go shoot an event, there will be a buyer for the photos for you

4. You are a roving photojournalist and a road accident occurs one kilometer away. How are you going to undertake this assignment? (20 marks)

)

) The photojournalist has to situate this assignment as spot news assignment and a spot news assignment has its own protocol of coverage. Spot news assignments are those that are generally unplanned but which the photographer has been trained to prepare for. They are such that little advance planning is possible. Therefore, the photographs that will be taken will be about something particularly new.

) Coverage

) Take first rapid shots. These are quick, hurried shots in no particular order. What you are trying to do is have a first hand account of the accident. Here your camera is roaring.

) Next take the overall shot. This shot shows the reader the area and location where the accident has occurred. A high angle shot is necessary here. You will need a WAL to shoot.

) Next take the psychological shot. Where people are sobbing and sighing or showing concern about what has just happened.

) Take the economic angle shot. Letting us know the damage done.

) Take the rescue efforts shot

) Take the environmental shot. Lets know the impact of the accident on the environment.

) Take the opportunistic shot. Let's see the people that taking advantage of the situation.

) Take aftermath shot. What happens after - whether at the scene or someplace else but has got something to do with the accident.

)

5. List out the types of sports assignment you know and describe its coverage (20 marks)

There are three major types of sports assignment: Sport news, sport action and sport feature. The first deals with news aspects - press of conferences, transfers, loan, sign-on activities, etc. Second deals with actions on the pitch (between opponents/players) while the third deals with actions out of the sport action - spectators, ticket frauds and other actions that will entail an investigation before they can be punished. They are usually in-depth.



COLLEGE: Business and Social Sciences
SESSION: 2014/2015
COURSE CODE: MAC 319
Broadcasting

DEPARTMENT: Mass Communication
SEMESTER: Alpha Semester Exam
COURSE TITLE: Public Affairs

Units: 2

INSTRUCTIONS: ANSWER THREE QUESTIONS. QUESTION 1 IS COMPULSORY

TIME: 2 hours

- 1 a) What is public service broadcasting (8 marks)
b) What is the core difference between public service and public affairs broadcasting (7 marks)
c) Explain three principles of public service broadcasting (15 marks)
- 2 a) Explain two similarities between community and public service broadcasting. (8 marks)
b) Explain any three of their differences (12 marks)
- 3 a) What do you understand by programme objective (5 marks)
b) Explain how you can use a specific programme to make young people go back to agriculture
4. Design a public service programme of your choice. Explain the basic steps involved in its production. (10 marks)
5. Write short notes on the following terms:
 - a) Graveyard slot (7 marks)
 - b) Public service announcement (7 marks)
 - c) Governance (6 marks)

MARKING GUIDE (MAC 319)

1 a) Public service broadcasting is broadcasting made, financed and controlled by the public for the public benefit. It is neither commercial nor state-owned, free from political interference and pressure from commercial forces. (8 marks)

b) Public service and public affairs broadcasting are related but not exactly the same. Public affairs broadcasting deals with informing listeners and viewers about on going events and activities going on in the government that impact on their daily lives. It focuses on matters of politics and public policy. It keeps the people informed as citizens and keeps our institutions, public and private, focused on the public good.

(7 marks). Public service broadcasting is non-commercial broadcasting that aims to inform, educate and entertain the audience on issues of public concern.

c) Principles of public service broadcasting include the following:

)Universal accessibility (geographic)

)Universal appeal (general tastes and interests)

)Particular attention to minorities

)Contribution to a sense of national identity and community

)Distance from vested interests

)Direct funding and universality of payment

)Competition in good programming rather than numbers

)Guidelines that liberate rather than restrict programme-makers (15 marks)

2 a) Explain two similarities between community and public service broadcasting. Both are non-commercial broadcasting. Making profit is not the motive. They address issues that commercial broadcasters may ignore. (8 marks)

b) Their differences include:

A community radio is community specific; is limited to a community of interest; produces and airs programmes that interests its audience. The listeners may even produce them by themselves. Public service broadcasting is far more wider than these and is totally professional.(12 marks)

3 a) The programme objective is the reason or the aim of producing a specific programme. It is what the producer has at the back of his mind to achieve. (5 marks)

b) Students are expected to explain how they can use a specific programme to make young people go back to agriculture, for example, telling them that agriculture is profitable investment etc.

4. Students are expected to design a public service programme of their choice, explaining the basic steps involved in production. These steps are the pre-production, production and post- production steps (10 marks)

5. Short notes:

- a) **Graveyard slot-** This is not a prime time slot. It is the time when most listeners or viewers may not be tuned to a radio/television station (7 marks)
- b) **Public service announcement-** These are public pronouncement or statement about what is happening, has happened or will happen that may have implications for the public. (7 marks)
- c) **Governance -** This is the act of ruling or taking decisions by the government. (6 marks)



Covenant University

College: Business and Social Sciences

Department: Mass Communication

Session: 2014/2015

Semester: Omega

Course title: MASS MEDIA AND SOCIETY

Course code: MAC 314

Answer **THREE** questions (1 is **COMPULSORY**)

Time allowed 2hrs

1. Select three media theories of your choice and discuss in depth how the theories you select help our understanding of media and society. **(30marks)**
2. Is the media the fourth estate of the realm or the wreck of the Nigerian Sociocultural development? Discuss and evaluate. **(20marks)**
3. Think about yourself, and discuss six effects that's you exhibit that can be regarded as media effect. **(20marks)**
4. The media's role in serving as an interface between the government and society at large is of major significance in framing, depicting and analysing issues of national concern. Identify and discuss in depth **ONE** major issue/crisis that has dominated the news and how the media handled your choice among several issues/crises. **(20marks)**
5. Culture is central to our understanding of society at large. In a multi-cultural society such as the Federal Republic of Nigeria how has the movie industry handled its treatment of culture? Be specific in choices of examples, and show how the examples you use enhance or not, appreciation of the diverse cultural make up of Nigerian society. **(20marks)**

MARKING GUIDE FOR QUESTION 1

Each media theory = 10marks x 3 = **(30 marks)**

Find below the details of the 10 marks allotted to each theory

1. Brief background/Introduction of each theory: This must capture definition of key concepts in each theory. **(1 mark)**

2. Clearly stated and identifiable purpose/objective based on the requirements of the question **(1mark)**
3. Development of sub-topics used to amplify and discuss the purpose/objective of the question **(1mark)**
4. Organization of content to achieve coherent reading. **(0.5marks)**
5. Analytical skills:
 -) Use of theory/theories and/or relevant constructs;
 -) Support for arguments - use of examples, statistics; research studies; use of credible sources;
 -) Crediting sources within the text.**(5marks)**
6. Syntax **(0.5 mark)**
7. Style - sentence structure; punctuation; citations. **(0.5mark)**
8. Clearly stated conclusion **(0.5mark)**

MARKING GUIDE FOR QUESTION 2-5

Brief background/Introduction: This must capture definition of key terms in each question. **(2 marks)**

Clearly stated and identifiable purpose/objective based on the requirements of the question **(2marks)**

Development of sub-topics used to amplify and discuss the purpose/objective of each question **(2marks)**

Organization of content to achieve coherent reading. **(2marks)**

Analytical skills:

Use of theory/theories and/or relevant constructs;

Support for arguments - use of examples, statistics; research studies; use of credible sources;

Crediting sources within the text **(8marks)**

Syntax **(1 mark)**

Style - sentence structure; punctuation; citations. **(1mark)**

Clearly stated conclusion (1mark)

Recommendations (1mark)

)



Covenant University

College: Business and Social Sciences

Department: Mass Communication

Session: 2014/2015

Semester: Alpha

Course title: INTERNATIONAL COMMUNICATION Course code: MAC 310

Answer **THREE** questions (1 is **COMPULSORY**)

Time allowed 2hrs

1. An important construct established at the beginning of the semester as background to the course was “the rhetorical construction of the African” by Europeans and Americans. This construct continues to manifest itself in several aspects of African life. Discuss in full the components of the construct, and implications on international communication. **(30marks)**
2. List five international news agencies and discuss how they are partly responsible for:
 -) The reduction of the world to a “global village”,
 -) Cultural imperialism
 -) Media imperialism
 -) Media dependency
 -) Global agenda-setting
 -) And the imbalance in world information order.

2b. After discussions above, what can Africans do and what is in place to turn the table: A Re-birth? Re-generation? Or a Re-discovery

(20marks)

3. Considering six key issues in the NWICO debate discuss the politics that play in international communication. **(20marks)**
4. Discuss in details the four controversies surrounding the global news flow and using a current news line-up of any international news media indicate how each news flow controversy is represented in the news line-up. (Write out the news line-up being used in your exam booklet) **(20marks)**
5. In an in-depth discussion, explain why the New World Information and Communication Order is deemed a pre-mature child. And prescribe four ways forward. **(20marks)**

MARKING GUIDE FOR QUESTION 1

An adequate discussion of the components (i.e. barbarism, laziness, dirtiness, poverty, etc) of “the rhetorical construction of the African” by Europeans and Americans would earn the student 15mks maximum. Ability to discuss implications of the construct for Mass Communication earns the student 10mks maximum. 5mks is given for good style and syntax. **(30marks)**

MARKING GUIDE FOR QUESTION 2- 5

1. Brief background/Introduction: This must capture definition of key terms in each question. **(2 marks)**
2. Clearly stated and identifiable purpose/objective based on the requirements of the question **(2marks)**
3. Development of sub-topics used to amplify and discuss the purpose/objective of each question **(2marks)**
4. Organization of content to achieve coherent reading. **(2marks)**
5. Analytical skills:
 -) Use of theory/theories and/or relevant constructs;
 -) Support for arguments – use of examples, statistics; research studies; use of credible sources;
 -) Crediting sources within the text. **(8marks)**
6. Syntax (1 mark)
7. Style – sentence structure; punctuation; citations. **(1mark)**
8. Clearly stated conclusion **(1mark)**
9. Recommendations **(1mark)**



Covenant University

College: Business and Social Sciences

Session: 2014/2015

Course title: CITIZEN JOURNALISM

Department: Mass Communication

Semester: Alpha

Course code: MAC 335

Answer THREE questions (1 is COMPULSORY)

Time allowed 2hrs

1. With the systems in the computer lab,
 - a. Identify a story on Sahara Reporters that is related your assigned beats,
 - b. Rewrite the same story with a slant contrary to Sahara Reporter's position (using the inverted pyramid style and striking verbs),
 - c. Link Sahara readers to your story on beheard.com.ng.
 - d. Upload your story on www.behheard.com.ng
 - e. Make sure you provide on your answer script the link to the story on Sahara web page and the link to your story on beheard.com.ng. **(30marks)**
2. List and Discuss with examples platforms for citizens' intervention in societal issues **(20marks)**
3. Discuss the 7 benefits of digital technology to citizen journalistic activities **(20marks)**
4. Highlight with examples, how an ordinary citizens can contribute as journalist to news on the Main stream media? **(20marks)**
5. Who is a citizen journalist? Discuss

MARKING GUIDE

Q1

Candidates must display grounded knowledge in expressing their differing news writing and uploading news online.

Q2

- (A) *Folk Media* is participatory, community specific, interactive and minimal in expenditure. It requires least formal training. Yet its vibrancy in communicating message to the audience and involving them instantly is exemplary. It is dynamic media as the communicator need not be stationed in one place but can go on spreading the message from place to place.
- (B) *Print media* comprises newspapers, magazines, books, leaflets and brochures. Newspaper and magazines are the media of journalism. We discussed above on how an ordinary citizen contributes to a mainstream newspaper/magazine or in web versions of newspapers/periodicals etc.
- (C) *Radio* has long been used in different ways. Citizen activists utilized it for spreading their messages in small groups. Ham Radio is ideal for such non-commercial efforts. It was utilized by citizens who perfected its operation. Such ham radio operations are almost as old as that of AM (Amplitude Modulated) radio and earlier than the FM (Frequency Modulated) radio.
- (D) *Television* offers lot of opportunities to a citizen journalist. We often get video clippings in television news which are captured and sent by citizens. The cheap handycams have revolutionized capturing moments and events by the common man. Anyone going on a tour can capture video along with audio, and if interested send the same to a television channel along with a written backgrounder. Such acts of CJ help channels in many ways. However quality of low resolution camera captures are not accepted by many channels.

(E) *New Media* has given huge popularity to the concept of citizen journalism. If anyone has a computer and connectivity along with camera, videocam and transfer cable, he/she has all the capability of contributing as a citizen journalist. New media services of message exchange and dissemination are many and evolving.

Q3

- (i) Digital technology gives browser the ease of handling, creating, cut and paste, storage of information, and utilizing information from anywhere on the internet.
- (ii) Browser need not depend on others for information sourcing, report preparation, editing and distribution in new media platform.
- (iii) It gives browser the freedom to see any news at any time and in any place. So citizens can be involved at their own ease.
- (iv) Compression of data has enabled the citizen journalist on the net to send as much data as possible. It has also enabled the journalist to store huge information in a compressed form.
- (v) The citizen journalist can change the message received and forward to others. He/she can combine selected data from different sources and different media to prepare multimedia message.

- (vi) The network nature of new media has given citizen journalists the scope to work together from different corners of the world for a single topic.
- (vii) Dynamic nature of internet based databases has made these useful as reference library. The technology of search in databases has enabled fast search by anyone.
- (viii) Automatic application software has given advantage of bringing down the time of different tasks related to journalistic activity.
- (ix) Interactivity of different degrees enables citizen journalists to use new media platform for involving more and more browsers in meaningful discourse of news or opinions.
- (x) Instantaneity of new media messaging offer excitement to citizen journalists who are mostly amateurs in the trade and tricks of journalism.

Q4

A) Letters to the Editor: Letters to the Editor are the traditional and oldest of citizen's contribution in journalism. Almost every newspapers/magazines/periodicals have this section which enables the common person to respond or give feedback to any news, editorial or article which might have appeared in the newspaper. It is important for a citizen to be alert and articulate for prompting

responding to articles or news in a newspaper/magazine etc. Many citizens who write letters to the editor can develop themselves into actual citizen journalists.

- B) Many newspapers in different parts of the country give mail addresses of the reporters at the end of the story. This enables citizens to give feedback to these stories. There are also possibilities of the citizens giving ratings to a particular news story. Through this, newspaper/magazines can get feedback or gauge the popularity of the article of the author. An advantage of providing space for readers' comments is that it could bring up points which could have been missed by the journalist.
- C) Another way in which inter-participatory journalism can be enhanced if media organization in their web-version facilitates citizen's contribution to stories written by staff journalists. However, this trend of citizen add-on approach to a news story may not be possible for every story. But wherever possible, it can help in more in-depth and wider coverage than a story written by a single journalist.
- D) There can be another form of collaboration between a professional journalist and the readers on a particular story. For instance, readers can be invited to contribute their expertise on a particular topic. Or they could even be invited to do some actual reporting which could be included in the final journalistic product. This form of collaboration is often termed as open-source reporting. However, in all these types of collaboration the professional journalist is expected to double-check the information provided by the reader/citizen.
- E) Reader's panel could be another area which can fit in the category of citizen journalism. Many newspapers/magazines develop databases of volunteer citizens who could be contacted for interviews by reporters. The database can be created for different characteristics and issues.
- F) The web version of newspapers: The web version of newspapers like The Dibrugarh Post can involve citizens like Rukmini by simply inviting them to blog for it. There are several approaches to it. Newspapers like Dibrugarh Post can simply invite anyone who could be interested in starting a blog. There can be a long list of blogs of citizens; these can be listed by categories in the contents page. The main citizen's blog postings can highlight new posts to the various blogs as they are published. The site editors of the newspaper could constantly watch the citizen blog postings and from amongst them select the best that could be highlighted on the main blog page.
- G) Yet another model of citizen's involvement which The Dibrugarh Post news site can adopt is to be selective. The newspaper being published locally could invite some prominent local citizens and even

some important personalities of the North-East to start blogging under its brand name. This will not only enhance the image of the news site but also facilitate some quality writings. In case the news site adopts the model of selectivity, it could work out the topics that the blogs could cover. Some news sites strategize to have the citizen blogs that could complement what professional journalists could write. Citizen blogs can cover issues and areas not covered by the news staff.

- H) The Citizen-journalism site: These types of stand-alone sites are separate from core news sites like that of Dibrugarh Post. Such news-oriented sites comprise news and features contributed completely by ordinary citizens. Many of these stand-alone citizen sites focus primarily on local news. For instance our site, www.beheard.com.ng could have news and features mainly from the north-east.

- D) Hybrid sites: It is important at this juncture to cite the example of a South Korean site, www.ohmynews.com. This organization combines citizen journalism with the work of professional journalism. Citizen reporters account for about 70 per cent of the site's content. Professional reporters create the rest of the content. "*Ohmynews*" represents a hybrid- a professional and citizen journalism initiative.

- J) WikiNews represents a new category of citizen journalism initiative where readers are the editors. It is a spinoff of the famed Wikipedia public encyclopaedia. It allows anyone to write and post a news story and anyone to edit a story that has been posted.



COVENANT UNIVERSITY

CANAANLAND, KM 10, IDIROKO ROAD
P.M.B 1023, OTA, OGUN STATE, NIGERIA

TITLE OF EXAMINATION: B.Sc

COLLEGE: Business & Social Sciences

SCHOOL: Social Sciences

DEPARTMENT: Mass Communication

SESSION: 2014/2015 **SEMESTER:** ALPHA

COURSE CODE:MAC315 **CREDIT UNIT:** 2

COURSE TITLE: Broadcast Management & Programming

INSTRUCTION: Answer question 1 (compulsory) and any two other questions.

TIME: 2hours

1. Steve Jobs in his perspective on management, emphasised teamwork and leadership as key to Apple's success story. With reference to this perspective, discuss six qualities of a leader in a broadcast organisation. (30mks)
2. Discuss with appropriate illustrations the approaches to the study of broadcast management. (20mks)
3. The NBC Code stipulates that programming for a network must ensure 100 per cent local content. Discuss four processes in network programming you will engage in order to ensure compliance. (20mks)
4. Discuss with illustrations the following functions of management:
(20mks)
 - a. Control
 - b. Organising/ Co-ordination
 - c. Staffing
 - d. Planning
5. State and explain in details the character of a network as contained in Section 10, Sub-section 10.1 of the NBC Code. (20mks)

MAC315 Marking Guide

1. Steve Jobs in his perspective on management, emphasised teamwork and leadership as key to Apple's success story. With reference to this perspective, discuss six qualities of a leader in a broadcast organisation. (30mks)

) *Ten qualities were discussed in class, but the candidates are required to discuss only six. Each of the points discussed will attract 5mks.*

1. **Ability to inspire liking and respect:** It is very important to note that you earn respect as leader and not command respect. A good leader is one who is liked by his followers and earns their respect in all quarters.
2. **Loyalty:** A good leader must be loyal to those ahead of him in the organisation. For instance if he is a manager, he will definitely have a boss over him. If he is not loyal to his immediate boss, there is no way he will earn the loyalty of his followers or subordinates.
3. **Fairness:** It's important to point out that there is no perfect system anywhere, so we cannot imagine that there will be leaders that will attain complete impartiality in their dealings with their followers or subordinates. However, it is expected that the leader should strive to always create a level playing ground for all his subordinates and favouritism should be dealt with to the barest minimum.
4. **Intelligence:** Most followers will like to work with a leader who is smart and intelligent. The leader should be able to think deeply, clearly and rapidly. It is expected that when his subordinates bring challenges to him, he/she should take a few moments to think and then come up with possible solutions.
5. **Integrity:** This is the most viable social currency that a leader can ever possess, and it is the moral quality of leadership. The followers expect the leader's **yea** to be **yea** and his **nay** be **nay**. It is this quality that makes it impossible for the leader to engage in practices such as double crossing, under-cutting, back biting and lying.
6. **Kindness:** A leader has to be kind to all his followers especially when they are workers under his supervision. This will encourage them to work efficiently and dedicatively for the organisation. However, the leader must be able to balance when he/she is to be lenient, and to be strict and disciplined. This is because most workers might likely take the leader for a ride if he is to be kind and lenient to a fault.
7. **Judgement:** A leader must have a good sense of judgement especially when he can quickly choose between several number of courses of action, most especially the only one that result in high yield at a lower cost of production. Another good example is the story of King Solomon and the two harlots who quarrelled over a child (1Kg 3:16-28).

8. **Health:** This quality though looks ridiculous, however it is the pivot on which other qualities hinge. If a leader is not in good health condition, he/she cannot cope with the demands of leadership.
9. **Firmness/ Discipline:** A leader should be firm and disciplined in taking decisions that affect the subordinates and organisation. He/she must be able to say yes or no and be firm or disciplined to maintain such decision. Without this quality he/she will never earn the respect of his subordinates.
10. **Knowledge of work to be done:** No successful leader will be able to perform his responsibilities if he does not 'know his onions.' He/she must be highly knowledgeable of every work to be done in a bid to achieve the team's or organisational goals. The leader is also expected to have adequate knowledge of the responsibility he/she is saddled with.
11. **Forcefulness:** A leader must know where and when to apply force on his subordinates where other approaches have failed in a bid to achieve organisational goals. As a manager, he/she can query, demote and dismiss workers. In a nutshell, he/she must know how to apply the 'carrot and stick' approach to effective management.
12. **Good communication skills:** An ideal leader must be able to communicate effectively with his boss and subordinates alike. It is expected of him/her to have a good command of English which is the official language, and overall he/she must be able to use effectively both verbal and non-verbal means of communication to integrate and intimate his/her subordinates of the organisational vision, goals, culture and success strategies. He/she must also be able to develop a good line of communication and as well create avenues for feedback from his/her subordinates.

2. Discuss with appropriate illustrations the approaches to the study of broadcast management. (20mks)

) *The candidates are required to mention and discuss the four approaches to the study of management and relate it to broadcast management. Each of the points discussed attract 5mks.*

- a. **The Classical approach:** Also known as the classical theory, it became popular after the first World War due to industrialisation, and the society was becoming complex. This theory concerns itself with efficient utilisation of resources, and it was centred on three main concepts: planning, organising and control. As long as the organisation was progressing and expanding, the needs and desires of the employees were not taken into consideration. This became a major pitfall to this approach.
- b. **Behavioural approach:** This became an improvement on the classical approach, because the behavioural approach laid emphasis on the inter-relationship between management and employees towards achieving set goals and objectives. In this context employees are regarded as assets to the organisation, and should be developed. Therefore, issues such as motivation, communication, leadership, work-group formation, team-work, etc became prominent.

- c. **The Systems approach:** This approach examines the operational context of an organisation. The proponents are of the opinion that an organisation operates in system having both the internal and external systems which are very vital to the survival of the organisation. The internal system has members of staff, equipment, etc as key factors, while the external system has regulatory bodies (e.g. NBC, BON, etc), government, advertisers, etc.
 - d. **Contingency approach:** The proponents of this approach believe that there is no single approach to effective management, rather managers must find a suitable approach in different situations. They also insist that there is no one way to manage employees, because they are dynamic.
3. The NBC Code stipulates that programming for a network must ensure 100 per cent local content. Discuss four processes in network programming you will engage in order to ensure compliance. (20mks)

) *Seven processes were discussed in class, but the candidates are required to discuss four out of the seven.*

- a. **Research:** as a network programmer or manager of network programmes it is important that you or your organisation conduct audience research occasionally to find out programme acceptability by the audience(s), by ascertaining how many people listen to or watch network programmes, what the audience(s) like or dislike in the programmes and possible areas for improvement, so that the quality of network programmes could be enhanced.
- b. **Planning:** it is imperative to note that network programmes have to be properly planned and articulated likewise the development of the human capital and material resources that will ensure the success of the network programming objectives. The contributing stations to any programme have to be properly briefed and such briefing should be done well ahead of transmission of such programmes.
- c. **Development:** this is improvement on existing programmes or programming concepts as a result of research. When possible researches are conducted, grey areas needing improvement are detected and worked on.
- d. **Production:** this involves the production of programmes or acquisition of programmes for the network. The director as a creative persona of a programme production has to harness the material and human resources at his disposal to produce quality programmes for the network or advice the network programmes manager on good and quality programmes to be acquired from independent television producers.
- e. **Scheduling:** the programmer has to allot good programmes to the right time belts whereby the audience(s) will not miss the transmission. He/she for instance should allocate children's programmes to specific time belts (between 4:00pm and 7:00pm) when they will be easily attracted or their attention can be gotten.

- f. **Marketing:** this is the means by which programmes are promoted to both sponsors and audience(s). The promotion may be done in the broadcast media as well as in the print media. Marketing is vital, because patronage must be achieved for a programme to succeed.
- g. **Evaluation:** evaluation of network programmes is made possible through audience feedback. This is achieved through phone-ins, letters to producers and audience research. Evaluation allows for the assessment of programme objectives and its realisation.

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4. Discuss with illustrations the following functions of management:

(20mks)

- a. Control
- b. Organising/ Co-ordination
- c. Staffing
- d. Planning

a. **Control:** The management is expected to from time to time measure and compare actual performance of employees with the organisational set standards and correct deviation in line with the realistic performance standard. Indeed, standards are criteria for measuring performance. Control is essential in every business to ensure that plans are accomplished to achieve expected results. Control exists in three steps: (5mks)

- i. Measuring and correcting employees and organisational performances to ensure that events conform to plans.
- ii. Measuring performance against goals and plans, showing where deviation from standard exists and helping to correct them. Plans guide managers on the use of resources to accomplish specific goals, then activities are checked to determine whether they conform to the plans.
- iii. Controlling activities generally relate to the measurement of achievement. Some means of controlling are budgeting for expenses, inspection of products and record of labour hours lost, etc.

b. **Organising/Co-ordination:** In order to ensure efficiency in the organisation, it is the responsibility of the management to organise all the resources(human, material, financial, etc) in the organisation towards achieving set goals and objectives. People working in groups to achieve organisational goals, must all have some roles to play because it enhances team work and organisational cohesion. In terms of coordination, management is to ensure proper harmonisation of organisational activities in order to ensure stability and efficiency. (5mks)

c. **Staffing:** This simply means the recruitment, training of staff and maintenance of good working condition for workers. The management is expected to give proper job

descriptions to staff for every task required of them after they have been duly recruited and inducted into the organisation. Staffing also includes activities such as training and development, compensation, appraisal of employee welfare and industrial relations. Staffing procedure strives to maintain optimum workforce since excess labour will increase cost of production and inadequate work force can reduce efficiency. (5mks)

- d. **Planning:** There is no doubt that planning is a very important aspect of living life, so also the successful existence of an organisation hinges on the proper planning and execution of same by the management. Planning is the primary task of managers and it is the beginning of the management process. It involves setting objectives, determining strategies and selecting alternative courses. (5mks)

5. State and explain in details the character of a network as contained in Section 10, Sub-section 10.1 of the NBC Code. (20mks)

The candidates are required to state and explain in details the underlisted points, and each of them carries 4mks.

- a. The grant of a Network licence shall be through a bidding process.
- b. The process of bidding for a Network licence shall be determined by the Commission.
- c. For reasons of national interest, unity, cohesion and integration, broadcast on a Network shall be spread across the nation or region.
- d. A Network licence applicant shall demonstrate adequate financial, professional and technical profile and capability.
- e. A Network programming profile shall comprise content that fosters national unity, cohesion, stability and respect local sensitivities.



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TITLE OF EXAMINATION: B.Sc

COLLEGE: Business & Social Sciences

SCHOOL: Social Sciences

DEPARTMENT: Mass Communication

SESSION: 2014/2015 **SEMESTER:** ALPHA

COURSE CODE:MAC316 **CREDIT UNIT:** 2

COURSE TITLE: Studio Practicals and Production

INSTRUCTION: Answer one question only from section A(compulsory) and questions two and three.

TIME: Four weeks

Section A: Write a script and produce a 30-minute television magazine programme in any of the following formats: **(30mks)**

1. Public Affairs magazine programme
2. Religious magazine programme
3. Sports magazine programme
4. Entertainment magazine programme

5. Produce a two-minute radio feature on any two of the following topics:
(20mks)
 - a. 2015 general elections: Matters arising. (10mks)
 - b. Nollywood and the need for quality film productions. (10mks)
 - c. Adopting efficient ways to enhance waste management in Ota community. (10mks)

6. Produce a 25-minute radio interview programme with the theme, "Nigeria's centenary celebration: Was there any reason to celebrate?" You are to create the topic(s) for your programme from the theme provided. **(20mks)**

Marking Guide

Section A: Write a script and produce a 30-minute television magazine programme of any of the following formats: (30mks)

1. Public Affairs magazine programme
2. Religious magazine programme
3. Sports magazine programme
4. Entertainment magazine programme

The candidates will choose one of the four listed magazine programme formats and produce it. A magazine programme is a programme type that has several segments in one package. For instance, a magazine programme will have a central theme with different segments such as the interview, news highlights, musicals, etc. For any of the magazine programme formats chosen, the following will be graded:

- i. *The script- 10mks (Format of presentation- 5mks, and Grammar- 5mks)*
- ii. *The production- 20mks (The content- 10mks, and style of presentation- 10mks)*

1. Produce a two-minute radio feature on any two of the following topics: (20mks)
 - a. 2015 general elections: Matters arising. (10mks)
 - b. Nollywood and the need for quality film productions. (10mks)
 - c. Adopting efficient ways to enhance waste management in Ota community. (10mks)

The candidates will choose two topics and produce a 2mins radio feature. Basically two things will be graded:

- i. *The content- 5mks*
- ii. *The presentation- 5mks*

Each feature carries a total of 10mks, and the two will be 20mks.

2. Produce a 25-minute radio interview programme with the theme, "Nigeria's centenary celebration: Was there any reason to celebrate?" You are to create the topic(s) for your programme from the theme provided. (20mks)

The candidates will produce a 25-minute radio talk programme with the theme, "Nigeria's centenary celebration: Was there any reason to celebrate?" They will be expected to

produce their programmes, using their own topics that will be derived from the theme provided.

- i. The script- 10mks (Format of presentation- 5mks, and Grammar- 5mks)*
- ii. Programme style of presentation and packaging- 10mks*



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TITLE OF EXAMINATION: B.Sc

COLLEGE: Business & Social Sciences

SCHOOL: Social Sciences

DEPARTMENT: Mass Communication

SESSION: 2014/2015 **SEMESTER:** OMEGA

COURSE CODE:MAC343 **CREDIT UNIT:** 2

COURSE TITLE: Broadcast Commentary and Critical Writing

INSTRUCTION Answer question one (compulsory) and any other two. Question one will be produced before the exam but will be submitted on the day of the exam in the hall.

TIME: 2hours

5. Write a script and produce a maximum of 5mins broadcast commentary, choosing any of the following topics: **(30mks)**
7. 2015 General Elections: Lessons to be learnt (Politics & Governance)
8. Tackling unemployment through SMEs (Economy)
9. 2015 African Cup of Nations: Why the Nigerian team was missing in action (Sports)
10. Nollywood: In pursuit of global relevance (Entertainment)
6. State and explain the theories that contextualise persuasion as an important art of broadcast commentary and critical writing. **(20mks)**
7. Explain with examples the four basic rules that a critic will take into consideration when writing broadcast criticisms. **(20mks)**
8. Discuss the principles of persuasion that are relevant to broadcast commentary and critical writing. **(20mks)**
9. Highlight the four types of opinion that a broadcaster can use when writing a broadcast commentary. **(20mks)**

Marking Guide (MAC343)

1. Write a script and produce a maximum of 5mins broadcast commentary, choosing any of the following topics: **(30mks)**
 - a. 2015 General Elections: Lessons to be learnt (Politics & Governance)
 - b. Tackling unemployment through SMEs (Economy)
 - c. 2015 African Cup of Nations: Why the Nigerian team was missing in action (Sports)
 - d. Nollywood: In pursuit of global relevance (Entertainment)

The candidates will choose one of the four listed topics and produce a broadcast commentary. They are also required to do a critical analysis of the topic giving all sides to their presentations. For any of the topics selected, the following will be graded:

- iii. *The script- 10mks (Format of presentation- 5mks, and Grammar- 5mks)*
- iv. *The production- 20mks (The content- 15mks, and style of presentation- 5mks)*
2. State and explain the theories that contextualise persuasion as an important art of broadcast commentary and critical writing. **(20mks)**
 - i. **The Psychodynamic Model:** This model is based on the Individual Differences perspective, and it states that for a persuasive message to be considered effective, it must first succeed in altering the psychological functioning of the audience in such a way that they will respond accordingly with models of behaviour as suggested or desired by the communicator. **(5mks)**
 - ii. **The Socio-cultural Model:** The model seeks to explain the ways in which variables such as organisational membership, work roles, reference groups, cultural norms and primary group norms exercise control, and help shape and channel people's overt actions in ways that depart from their own internal psychological dispositions. Messages are presented in such a way as to make recipients believe that these are the socially acceptable models of behaviour with reference to the given situation. **(5mks)**
 - iii. **Value Change Theory:** This theory employs the technique of 'Comparative Feedback' to induce attitudinal and behavioural change. In this case rather than simply inform people about the harmful or beneficial effects of certain kinds of behaviour, methods based on this theory challenge people to test their own values against those of others, which are presumed to be socially more acceptable. **(5mks)**
 - iv. **Cognitive Dissonance Theory:** This theory is concerned with the processes that a person goes through in justifying or rationalising his or her behaviour after a decision or commitment has been made. **(5mks)**
3. Explain with examples the four basic rules that a critic will take into consideration when writing broadcast criticisms. **(20mks)**

The four basic rules attract 5marks each, and they are:

- a. **Critical comments should be supported:** Many aspiring critics make criticisms against an author without substantiating them. It is not enough to say a book is good or bad, the reviewer must say why and give substansive examples. **(5mks)**

- b. An opinion piece should be a reading experience: A reviewer or a critic should learn not to use 'critical words' throughout his review, but should employ graphic and expressive words to evaluate the work he or she is reviewing. **(5mks)**
 - c. The word criticism does not mean casting aspersions alone: A reviewer should learn to balance criticism with praise. Only few works are entirely good or bad. One aspect will usually outweigh the other, but only in rare instances, will there be no opportunity for the critic to be both positive and negative. **(5mks)**
 - d. A critical review article must be a properly coordinated piece: The sentences and paragraphs must be linked that the reader or listener will have a distinct experience of following a connected line from the first sentence to the last. **(5mks)**
4. Discuss the principles of persuasion that are relevant to broadcast commentary and critical writing. **(20mks)**

The principles of persuasion are discussed as follows and each point carries 4marks:

- 1. Know your facts: The key to being a credible commentator is for you to master your facts. Be able to document any claims you make, because you have researched the evidence, others should know what it says. **(4mks)**
 - 2. Know your audience: How many audience members are there? What kinds of people are they? What is their current opinion on the issue? What is the basis for their opinion? Where do they get their information? What are their own needs and interests? What arguments are most likely to persuade them? **(4mks)**
 - 3. Express the similarities between you and your audience: Bring out your common values, beliefs, and experiences, because similarity between communicator and audience increases persuasiveness. For instance, we all want good leadership and governance; a country free from terrorists, etc. **(4mks)**
 - 4. Utilise opinion leaders, it will give your commentary the desired credibility: Even if you have mastered your facts and expressed your similarities, you may not be as credible a communicator as others who have more visibility or stature in your community. These opinion leaders may be ministers, politicians, business executives, newspaper columnists, school principals, agency directors, club presidents, neighborhood activists, coaches, or others without specific titles. **(4mks)**
 - 5. In addition to opinion leaders, use models: Models, in this sense, are people who have taken the desired action, have benefited from it, and are willing to say so publicly. An effective model need not be an opinion leader; he/she can be a family member, a co-worker, a neighbour down the street, or anyone else the audience know, like, and respect. Models are peers working with you to influence your target audience. If that model publicly performs the desired action, or says that he/she has gained from it, that is likely to have positive persuasive impact. **(4mks)**
5. Highlight the four types of opinion that a broadcaster can use when writing a broadcast commentary. **(20mks)**

The four types of opinion are:

1. **Expert opinion:** In this context, the person giving the opinion is a professional and he is speaking from a professional point of view. Most times, the person's opinion cannot be disputed, because it comes years of professional practice in field of endeavour or empirical studies. These experts cut across various disciplines, especially from institutions of higher learning. (5mks)
2. **Selected opinion:** In this case the journalist selects from his/her perspective, fairly educated people or citizens who are not necessarily experts, but are articulate enough to express their opinions concerning an issue of public interest. Their voices are heard most of the times because they are always available and accessible. (5mks)
3. **Popular opinion:** These can be simply put as the voices of the majority (masses). This group of people is reckoned with in terms of catering for the interest of all. Their opinions are usually sort when government want to know how its policies are accepted by the people. Atimes their opinions are based on emotions not expertise or professionalism. (5mks)
4. **Broadcast opinion:** The society and even government many atimes reckon with broadcast opinion because the media are regarded as the 'fourth estate of the realm'. Therefore, they play a significant role in even shaping the opinions of the other three groups we discussed earlier. The opinion of the broadcast media is usually sort on specialised issues, and public and private interests. (5mks)



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TITLE OF EXAMINATION: B.Sc

COLLEGE: Business & Social Sciences

SCHOOL: Social Sciences

DEPARTMENT: Mass Communication

SESSION: 2014/2015 **SEMESTER:** OMEGA

COURSE CODE:MAC344 **CREDIT UNIT:** 2

COURSE TITLE: Film and Video Production

INSTRUCTION: Choose only one type of film to produce from the three listed.

TIME: 4weeks

Write a script and produce any one of the following types of films:

1. A short drama on any area of interest to you
2. A music video of any stage or recording artist in Covenant University
3. A short documentary on any subject matter in your immediate environment that is of interest to you

First, your video production must not exceed 15mins. Second, upload the video on YouTube, Facebook or your blog and get people to watch and comment on your video.

(70mks)

You are expected to submit the following items for grading:

- a. The video production **(15mks)**
- b. The script **(10mks)**
- c. Production schedule **(10mks)**
- d. Budget sheet for the film **(5mks)**
- e. The storyboard showing the sketch of your shots **(10mks)**
- f. The floor plan of your production **(10mks)**
- g. Print out the uploaded video with comments and submit **(10mks)**

Marking Guide (MAC344)

Write a script and produce any one of the following types of films:

1. A short drama on any area of interest to you
2. A music video of any stage or recording artist in Covenant University
3. A short documentary on any subject matter in your immediate environment that is of interest to you

First, your video production must not exceed 15mins. Second, upload the video on YouTube, Facebook or your blog and get people to watch and comment on your video.

(70mks)

The candidates are expected to submit the following for grading:

- a. The video production (*The content of the storyline as produced and packaged in the final production is what will be graded*) **(15mks)**
- b. The script (*The format of scripting for film and grammar will be graded*) **(10mks)**
- c. Production schedule (*The timetable that shows the days, time and location for the entire production*) **(10mks)**
- d. Budget (*The expenses for the entire production*) **(5mks)**
- e. The storyboard showing the sketch of the shots (*The storyboard is a collection of drawings that help the director of a video production visualise the different scenes, especially the most important. The director is also able to point out the vital shots that will be relevant to the production*). **(10mks)**
- f. The floor plan of the production (*The floor plan captures the axis of action, and the camera placements during the shoot*) **(10mks)**
- g. Print out of the uploaded video with comments (*The print out must show photo of the uploaded video and thread of comments beneath the video. A candidate that has ten comments and above will be rewarded with two marks extra*) **(10mks)**



COVENANT UNIVERSITY
CANAANLAND, KM 10, IDIROKO ROAD
P.M.B 1023, OTA, OGUN STATE, NIGERIA

TITLE OF EXAMINATION: B.Sc
COLLEGE: Business and Social Sciences
SCHOOL: Social Sciences
DEPARTMENT: Mass Communication
SESSION: 2014/2015 **SEMESTER:** OMEGA
COURSE CODE: MAC 340 **CREDIT UNIT:** 2
COURSE TITLE: Precision Journalism
INSTRUCTION: Answer question 1 and two others
TIME: 2Hours

1. Write a four-paragraph news story from each of the attached tables 1 and 2. You may reconstruct the tables to make them more meaningful. (30 marks)
2. Your class carried out a survey research during the semester. Answer the following questions based on the study:
 - a) What were the challenges you faced on the field?
 - b) What were the research objectives? (20 marks)
3. Think of a researchable topic and construct a 15-item questionnaire on it. (20 marks)
4.
 - a) What is the importance of research to a journalist?
 - b) In what ways is the application of social scientific tools to routine reportorial activities different from hardcore research activities? (20 marks)
5. What is the difference between percent and valid percent. Explain with an example, how the percentage of missing system is arrived at. (20 marks)

Table 1

What is the major determinant of your choice of party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Interest in the Political Party	98	34.1	36.0	36.0
	Personal interest in the candidates	142	49.5	52.2	88.2
	Member of the Political Party	32	11.1	11.8	100.0
	Total	272	94.8	100.0	
Missing	System	15	5.2		
Total		287	100.0		

Table 2

Who do you consider as the best candidate for the gubernatorial election

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PDP: Alhaji Gboyega Isiaka	32	11.1	11.4	11.4
	APC: Senator Ibikunle Amosun	216	75.3	77.1	88.6
	SDP: Akin Odumusi	19	6.6	6.8	95.4
	Other	13	4.5	4.6	100.0
	Total	280	97.6	100.0	
Missing	System	7	2.4		
Total		287	100.0		

DEPARTMENT OF MASS COMMUNICATION

SESSION: 2014/2015

SEMESTER: OMEGA

MAC 340: PRECISION JOURNALISM

MARKING GUIDE

6. *Write a four-paragraph news story from each of the attached tables 1 and 2. You may reconstruct the tables to make them more meaningful.* (30 marks)

Students are expected to:

- Reduce each table to two columns. This is to make the table easy for the reader to interpret.
- Write a news story each, following the inverted pyramid style.

7. *Your class carried out a survey research during the semester. Answer the following questions based on the study:*

- b) *What were the challenges you faced on the field?*
- b) *What were the research objectives?* (20 marks)

Students are expected to:

- Describe the challenges they faced during the course of questionnaire administration on the field.
- State the objectives of the research, from which they constructed the questionnaire they took to the field.

8. Think of a researchable topic and construct a 15-item questionnaire on it. (20 marks)

Students are expected to:

- Write out a researchable topic
- Construct questionnaire, according to how they were taught in class.
- The questionnaire is expected to contain both the questions that address the research objectives and the demographic questions.

9. a) *What is the importance of research to a journalist?*
b) *In what ways is the application of social scientific tools to routine reportorial activities different from hardcore research activities?* (20 marks)

students are expected to:

- First state if research is important to a journalist or not.
- Explain with reasons, why they think it is important.
- Explain in their own words how the application of social scientific tools to reportorial activities is different from hard core research.
- State what purpose each is meant to serve.
- State the audience for each and the kind of language to employ in discussing each of the activities.

10. *What is the difference between percent and valid percent. Explain with an example, how the percentage of missing system is arrived at.* (20 marks)

Students are expected to:

- Explain that percent and valid percent are columns in frequency tables. And that percent contains the missing system (that is, number of people who did not respond to the question the table is explaining), while valid percent does not contain that number and deals with only those who responded to that question.
- Draw a frequency table that contains the frequency, percent and valid percent columns.
- Use that table to explain with calculation, how the percentage of missing system is arrived at.