

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 122

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MAC 122: WRITING FOR THE MASS MEDIA

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1. Define and explain what a lead means.
2. Using a table, state 3 differences between a headline and a lead.
3. List and explain 2 types of leads.
4. List and explain 5 major functions of the mass media.
5. List the different types of mass media and explain their functions.
6. What are the different types of mass media?
7. Freedom of the press has always been an issue in every society. YES or NO. Defend your answer.
8. Of all the communication models thought in class, pick one of the models and draw.
9. Explain the basic elements in a communication.
10. Draw a communication model and critic.
11. List the basic functions of the mass media.
12. In writing for broadcast and print media, what are the different characteristics they have? Present your answers in a tabular form.
13. Write a news story on an event that took place in Covenant University this week. Your story should not be more than 4 to 5 paragraphs.
14. What is Mass communication and what is communication?
15. What a story of your first day in Covenant University.
16. What is News?
17. Explain the media function of Information and entertainment.
18. At what point can we say communication has taken place?
19. What are the differences between a journalist and a citizen journalist?
20. What are the elements of a news story?