

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 329

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MAC 329: INTERNATIONAL FOREIGN BROADCASTING

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- 1 The British broadcasting service is based on the principle of
 - a) Competition
 - b) Choice
 - c) Public service
 - d) Government service

- 2 The British Broadcasting Corporation is funded from
 - a) The fees collected for licensing radio and television sets
 - b) Advertising and sponsorship
 - c) Licenses from satellite television and cable services
 - d) Subscription

- 3 Which of the following best fits the description of British Broadcasting
 - a) British national commercial radio stations; national radio; local radio stations and independent radio services supplying foreign programmes
 - b) British national commercial radio stations; national radio; local radio stations and independent radio services supplying local programmes
 - c) British national commercial radio stations; national radio; local radio stations and independent radio services supplying international programmes

- 4 The British Broadcasting Corporation operates by
 - a) License
 - b) Charter
 - c) Parliamentary permit
 - d) National order

- 5 Technological dynamism has created room for
 - a) Cross ownership of national and regional stations
 - b) Acquisition and mergers of newspapers with television stations
 - c) Acquisition and mergers of newspapers with radio stations
 - d) Public ownership of radio, television and newspaper houses

- 6 In Nigerian national network broadcasting the local stations are not allowed to contribute programmes
 - a) True
 - b) False

- 7 Which of the following is true for an international broadcasting station?
 - i) Programmes must have mass appeal
 - ii) Programmes must cater for a select few
 - iii) Programmes are made or acquired
 - iv) All programmes are produced by the independents
 - v) Educational programmes are inclusive
 - a) i, ii, iii, iv, v
 - b) i, iii, v

- c) i, iii,
- d) None of the above

8 Decree No 38 of 1992 deregulated broadcasting in Nigeria. Do you think this affected the operations of Voice of Nigeria?

- a) Yes
- b) No

9 When did the Lagos Re-distribution Service start?

- a) 1937
- b) 1936
- c) 1935
- d) 1934

10 When was the Voice of Nigeria established?

- a) 1959
- b) 1960
- c) 1961
- d) 1962

11 The programmes of *Voice of Nigeria* must reflect the

- i) Views of Nigeria as a federation as well as fully reflect her culture
- ii) Characteristics, affairs and operations of Nigeria
- iii) Enhance the foreign policy and image of Nigeria
- iv) The dominant political culture of the country
- v) The dominant political figures

- a) i, ii, iii, iv, v
- b) i, ii, iii, iv
- c) i, ii, iii,
- d) i, ii

12 Radio Nigeria has the exclusive rights to radio broadcast externally.

- a) True
- b) False

13 The *Voice of Nigeria* transmits in six languages. These are

- a) English, French, Arabic, Hausa, Fulfude and Kiswahili
- b) English, French, Arabic, Hausa, Italian and Kiswahili
- c) English, French, Arabic, Hausa, Portuguese and Kiswahili
- d) English, French, Arabic, Hausa, Ibo, Yoruba

14 Nigeria uses *Niger Cool FM* to tell Ghana that she is the giant of Africa

- a) Yes
- b) No

15 *Murhi International Television* is one of the channels Nigeria uses for her foreign Service broadcasting

- a) Yes

b) No

16 Kenya Broadcasting Corporation was established by the Portuguese.

- a) Yes
- b) No

17 *Kenya Broadcasting Corporation* was the forerunner of *Voice of Kenya*.

- a) True
- b) False

18 In which country did the Turner-Brynon Report lead to the establishment of broadcasting?

- a) Kenya
- b) Libya
- c) Nigeria
- d) South Africa

19 Where can Radio Omburman to be found?

- a) Kenya
- b) Sudan
- c) Ethiopia
- d) Zimbabwe

20 Which country used its broadcast service to fight off foreign invasion?

- a) Kenya
- b) Sudan
- c) Ethiopia
- d) Zimbabwe