



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
Second Semester 2022/2023 Examination

Course Title: Writing for the Mass Media

Course Code: MAS 104

Unit: 2

Duration: 2 Hours

Instruction: Answer three questions in all. Question one is compulsory.

1. Write a short description of each of the following to demonstrate your understanding of MAS 104:
 - a. TV commercial
 - b. Radio commercial
 - c. Feature stories
 - d. Documentary
 - e. Editorial
2. With the aid of a diagram, explain inverted pyramid and its usefulness in newspaper story writing.
3. What is a lead? Describe the different types of leads you know.
4. Identify the various types of Mass Media and write briefly on them.
5. News stories are “**boney**” but feature stories are “**meaty**”. Explain this statement within the context of news and feature writing.