



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
2023/2024 First Semester Examination

Course Title: Public Affairs Broadcasting

Course Code: MAS 311

Course Unit: 2 units

Duration: 2 hours

Instruction: Answer question one and any other two.

1. (a) Bowen Radio represents a community/University broadcast outlet. Explain how the programme content of the station reflect the vision and characteristics of a Public Affairs Broadcast.
(b) From your experience at the Station what are the glaring flaws in operational practice that do not represent standard professional practice (15 marks)
2. Apart from Commercials, elaborate on a glaring professional flaws that give public broadcast service the misconception of a myth in Nigeria. (20 marks)
3. Devoid of a major sustaining revenue, the success of PBS looks challenging and bleak in Nigeria. From a general perspective how can PBS remain a contending force in the broadcast industry. (20 marks)
4. Analyse the role of the NBC in the sustenance of the PBS. (20 marks)
5. Regardless of its challenges how has the PBS been able to navigate and fulfill its social responsibilities. (20 marks)