



BOWEN UNIVERSITY, IWO

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

2023/2024 First Semester Examination

Course Title: Issues in Broadcasting

Course Code: MAS 407

Course Unit: 2 units

Duration: 2 hours

Instruction: Answer question one and any other two.

1. (a) Critically evaluate the major provisions of Decree 38 of 1992 as it affects the broadcast industry pointing out its merits and disadvantages. (15 marks)
(b) Why is deregulation decree a recurring source of concern in the broadcast industry? (15 marks)
Total (30 marks)
2. (a) Trace the history of a self-sustaining strategy embraced in the broadcast industry to cushion the effects of economic realities on its operations. (10 marks)
(b) Explain with examples, the socio economic consequences of this strategy on the profession and the society at large. (10 marks)
Total (20 marks)
3. Why are the recurring issues in the broadcast sector foundational and traced to the early period of the industry? (20 marks)
4. Technology is pivotal to societal growth and development. This assertion is sometimes controversial as the broadcast industry is embroiled in a debacle on the glaring abuse of the social media and technological effects.
Justify this statement with preferable solutions. (20 marks)
5. (a) Non adherence to professional ethical codes and flagrant abuse in the broadcast industry are often attributed to departmental lapses. Identify such lapses while referring to the clip on the arise television interview. (10 marks)
(b) How can the industry avoid such abuses while proffering solutions on what should have been done during the live broadcast? (10 marks)
Total (20 marks)