

REDEEMER'S UNIVERSITY
PMB 230 Ede, Osun State, Nigeria



FACULTY SOCIAL SCIENCES
DEPARTMENT MASS COMMUNICATION
COURSE CODE/TITLE MCM 410/ ISSUES IN BROADCASTING
STATUS/UNITS COMPULSORY / 2 UNITS
SESSION/SEMESTER 2024/2025 - SECOND SEMESTER
INSTRUCTIONS Answer Question One and Two others
TIME ALLOWED 2 HOURS

1. "Commercialization is not inherently unethical, but it must be ethically managed." Discuss the validity of this claim in the context of Nigerian broadcasting with at least four points.
(20 marks)
2. With clear examples;
 - a) Discuss the tension between editorial independence and ownership control in broadcasting in Nigeria
(10 marks)
 - b) Recommend two strategies that can be employed to mitigate the influence of ownership pressures on news content.
(10 marks)
3. The Babangida regime (1985-1993) is widely considered one of the key historical origins and turning points in the entrenchment of brown envelope journalism in Nigeria (Olayiwola, 2023). Discuss how the regime influenced the journalistic integrity and ethics, with particular emphasis on the emergence of brown envelope journalism.
(20 marks)
4.
 - a) With reference to recent developments in communication technology, provide a comprehensive definition of broadcasting.
(5 marks)
 - b) Draw and label a simple diagram of a communication model that explains traditional broadcasting system.
(5 marks)
 - c) Mention two advantages and two disadvantages of digital broadcasting compared to traditional broadcasting.
(10 marks)
5. Broadcasting, though an essential tool for information, education, and entertainment, faces serious internal challenges that threaten its quality, trustworthiness, and survival. Assess any five internal challenges.
(20 marks)