

MLT 38 )

8-10

22/4/17

REDEEMER'S UNIVERSITY  
PMB 230, EDE, OSUN STATE



COLLEGE OF .....MANAGEMENT & SOCIAL SCIENCES.....

DEPARTMENT OF .....MASS COMMUNICATION.....

COURSE CODE /TITLE .....MCM 210: WRITING FOR THE MASS MEDIA II... (2 UNITS).....

.....SECOND.....SEMESTER EXAMINATIONS

.....2016/2017.....SESSION

INSTRUCTIONS ON CHOICE OF QUESTIONS TO BE ANSWERED

.....ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS.....

TIME ALLOWED .....2 HOURS.....

1. As a student journalist, your editor asks you to write a news story for the campus paper using the information in Attachment A. Prepare and write the story using the print media story structure taught in class. (24 Marks)
  
2. a) Using the information in Attachment B, write an advert for a national magazine: the headline, subheads (as desired) and copy. Keep copy at about 50 words. (9 Marks)  
 b) As a media writer, identify and explain 6 rules that guide you in broadcast writing. (9 Marks)
  
3. Using the information in Attachment B, write a 30-second advert that is intended for several national talk shows on radio/TV using any of the radio ad types discussed in class. Keep it at 60-70 words and time it. (18 Marks)
  
4. a) Below are sentences from a story. Put the sentences in inverted pyramid order by rearranging them appropriately.
  - i) The company raised its prices two years ago
  - ii) The increases will take effect at the beginning of the next quarter.
  - iii) ABC Computer Company has announced a 20 percent price increase on all models.
  - iv) ABC President Ade Akin said the increase was in "direct response to an increase by chip suppliers". (9 Marks)
 b) As a media writer, briefly identify and explain six message types that you can create and disseminate via the mass media. (9 Marks)
  
5. a) From the information given below, write a lead.  
*A fire hit town last night. The Kafachan shopping complex was completely destroyed. It was two stories tall. It was made entirely of wood. One hundred years it was the hub of all shopping activities. It has been vacant for 8 years. Fire Chief Ayokunle Owolabi: "We have no idea how the blaze started. Other than its historic value, the building wasn't worth much.* (9 Marks)  
 b) Briefly highlight and explain the types of radio adverts available to you as a copy writer. (9 Marks)

## **Attachment A**

Daniel Ikumapayi, a spokesman for the Nigerian Police Force tells you: "There was an accident on the Lagos Third Mainland bridge. It happened really early this morning, about 1:13am. It looks like the driver must have fallen asleep at the wheel of her new red sports car. The car was split in half. The driver was Joy Animashaun , 34, 15 Adekunle Street, Lagos, a banker at one of the microfinance banks. She was killed. Her car hit the railing on the right side of the bridge. She was pronounced dead on arrival at the Memorial Hospital."

You learn from the Microfinance bank that Joy works with that she was 33, not 34 and had worked at the Microfinance bank for 5 years, the bank Manager said.

You check the city directory and learn she had a roommate, Rita Adelokun. You call and Rita says Joy drove a brand-new red sports car, had saved money for years for it and only bought it last week. "The dream for that car was her only vice," Rita said. Joy was returning from a visit with her daughter, Rita said. Joy was divorced from John Animashaun, who went beserk and had to be sedated on hearing the news, according to Rita.

## **ATTACHMENT B**

Dynamic Herbal Toothpaste has just come out and wants to let everyone across the country know about its delicious flavors: cinnamon, orange and cranberry. These are flavors that wake up the mouth.

The company wants to run a series of ads in national magazines. Ads will be a full page, but most of it will be taken up by the illustration. It is a picture of a man (or woman, depending on the magazine), just putting a toothbrush into his (her) mouth. Picture shows just the face. The person's eyebrows are up and the eyes wide open – as if the toothpaste flavor just had hit.