

# CRAWFORD UNIVERSITY

DEPARTMENT OF MASS COMMUNICATION  
RAIN SEMESTER EXAMINATION, 2016/2017 SESSION

**Course Code** – MAC 226

**Time** – 2Hrs

**Course Title** – RADIO /TV Script Writing

**Instruction** – Answer three Questions in all.

1. Briefly explain the following:
  - (a) Script
  - (b) Script Writer
  - (c) Screen Writer
  - (d) Attribution
  - (e) Dramatised approach in advert copy writing
  - (f) Testimonial approach in advert copy writing
2. Identify and explain the three stages involved in script writing and also explain any two script formats of your choice.
3. Ideas and inspirations can come from different sources to a script writer. Explain six (6) of these sources.
4. Is a script really important to a presenter? Back up your response with six (6) facts.
5. News writing for radio and television is different from writing for print for several reasons. Explain three of these reasons and also suggest three solutions or attributes the news story must possess.
6. Briefly explain how to use the following basic news writing principles for radio/television script giving at least one example where possible in each case.
  - (i) Contractions
  - (ii) Acronyms
  - (iii) Sentence structure
  - (iv) Titles and Names
  - (v) Abbreviations and symbols
  - (vi) Numbers
7. Identify and briefly explain any three methods a script writer can use to hold the audience interest and three appeals or approaches to writing an advert copy.