



CRAWFORD UNIVERSITY

Faith City, Igbesa, Ogun State

COLLEGE OF BUSINESS AND SOCIAL SCIENCES

RAIN SEMESTER EXAMINATION 2018/2019 ACADEMIC SESSION

PROGRAMME: MASS COMMUNICATION

COURSE TITLE: ADVANCED AND SPECIALIZED REPORTING

COURSE CODE: MAC 206

CREDIT UNITS: 2

TIME ALLOWED: 2HRS

INSTRUCTION: ANSWER ANY THREE (3) QUESTIONS.

1. Recently, you were invited to witness the cultural day ceremony that took place at Crawford University, Faith City, Igbesa, Ogun State on May 29th, 2019. The ceremony was organized by the College of Business and Social Sciences (CBSS) arm of the institution headed by Mrs. Comfort Omoregbe, The Dean of the College. Present at the occasion were dignitaries such as The Vice Chancellor, Prof. Isaac Rotimi Ajayi, The Deputy Vice Chancellor, Prof. Patrick Yalokwu, Deans of Colleges, Heads of Departments, and Members of the Student Representative Council (SRC) of the institution. Now, using your knowledge of "Advanced and Specialised Reporting", write a four-paragraph publishable report to inform your audience about the event. **20Marks**
2. Briefly explain the following:
 - a) News Sources **4.5Marks**
 - b) The Concept of Objectivity **3Marks**
 - c) The Concept of Accuracy **3Marks**
 - d) Advanced Reporting **4.5Marks**
 - e) Specialised Reporting **3Marks**
 - f) Suspense Lead **2Marks**
3. Explain five (5) good reasons why a reporter must specialize today. **20Marks**
4. Would you agree that an Advanced and Specialised Reporter is important to your society today? Support your view with adequate reasons. **20Marks**
5. Briefly explain, define or write on the following:
 - a) News Sources **4.5Marks**
 - b) The Concept of objectivity **3Marks**
 - c) The Concept of Accuracy **3Marks**
 - d) Advanced Reporting **4.5Marks**
 - e) Specialised Reporting **3Marks**
 - f) Suspense Lead **2Marks**