



CRAWFORD UNIVERSITY
Faith City, Igbesa, Ogun State
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
HARMATTAN SEMESTER EXAMINATION 2018/2019 ACADEMIC SESSION

DEPARTMENT: MASS COMMUNICATION
COURSE TITLE: INTERNATIONAL & FOREIGN BROADCASTING
COURSE CODE: MAC 329
TIME ALLOWED: 2HRS
INSTRUCTION: ANSWER ANY THREE QUESTIONS.

1. a. The developed world transmits powerful signals which are received in the developing nations with negative impact on their economic and socio-cultural values. Examine four impacts of reliance on foreign programmes. 10Marks

b. Briefly examine four ways through which foreign broadcast contents/messages find access into developing countries domain from the developed world? 10Marks
2. International broadcasting is desirable if done in a mutually beneficial manner with genuine motives by international broadcasters. Explicate on five (5) objectives of international broadcasting 20 Marks
3. Foreign broadcasting is termed as being subjective and selfish by communication experts mostly from the third world countries. Clearly expound on five (5) goals of foreign broadcasting tilted in favour of the developed world. 20Marks
4. a. State five (5) of the functions of Voice of Nigeria (VON)? 5 Marks

b. Discuss the duties of the following directorates of VON:
(i) The News Directorate,
(ii) The Programme Directorate,
(iii) The Director-General. 15 Marks
5. Give an account of the overview of what broadcasting was during the colonial and post-independence era in most African countries with particular reference to broadcasting in Nigeria. 20 Marks