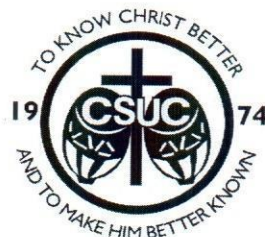


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**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI -GHANA**

**FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
END OF FIRST SEMESTER EXAMINATIONS, 2021/2022 ACADEMIC YEAR
BACHELOR OF ARTS IN COMMUNICATION STUDIES
Level 300**

BACS: 342: INTRODUCTION TO BROADCAST WRITING

January 2022

[70 marks]

INSTRUCTIONS TO CANDIDATES:

- Answer question ONE; and two others.
- Write your answer on the answer sheets provided
- *Please present your answer in ESSAY form*
- Write your index number clearly at the top of every page of the answer sheets used.

Note: Marks will be awarded for:

- Introduction
- Content
- Conclusion
- Evidence of Further Reading
- Originality and Independence (Cheating would be penalized and integrity rewarded)
- Correct grammar, clarity of expression and logical presentation of facts.

Answer THREE Questions

Question 1:

Explain six rules that apply when writing to satisfy the demands of the on-air-reader.

[30 marks]

Question 2:

Re-write the following extract into an acceptable broadcast version.

Hope for Future Generations (HFFG), a Non-Governmental organization in Ghana, has launched a project aimed at improving the socio-economic status of young people and women.

The project, which seeks to create enterprises for the target group, is being undertaken with support from UNAIDS Solidarity Fund.

Speaking at the launch in Accra, on Tuesday, the coordinator of the project, Catherine Bentum-Williams indicated that the initiative is being piloted in five countries, including Brazil and Madagascar.

“Due to the COVID, we realized that a lot of young people and women are struggling to cope financially. Therefore, the UNAIDS created the solidarity fund so that enterprises can be created for these people to support themselves,” he said.

“We are doing this so that even without COVID, these people can survive. We are piloting this project in Ghana, India, Brazil, Uganda, and Madagascar,” Ms. Bentum-Williams added.

She also indicated that the project will be upscaled in January.

Seven people have benefited from the project so far. Three are involved in fashion designing and four have ventured into agriculture. These people have mobilized others to join them in their respective enterprises.

Executive Director of Hope for Future Generations, Mrs. Cecilia Lodonu-Senoo, assured the beneficiaries of continued support.

“The support we give them comes in the form of encouragement. We provide a lot of technical support. We can’t cost the in-kind support we are giving them, but the resources for the project is about \$150,000 as cash support from UNAIDS,” she expressed.

She added that the organization is determined to get the project running for at least ten years.

“It’s a journey for Hope for Future Generations. Our expectation is to continue this so that many more young people will benefit, especially women. It is part of our strategic plan,” Cecilia Lodonu-Senoo added.

[20 marks]

Question 3:

Re-write the following extract into an acceptable broadcast version.

The CEO and Medical Director of the Komfo Anokye Teaching Hospital (KATH), Oheneba Owusu-Danso, and Prof Baafour Kofi Opoku have been accused of abusing their public office.

They are alleged to have diverted funds from the facility's Covid-19 fund to purchase two luxurious vehicles.

The accuser, Awuni Akyireba, a Chartered Forensic Accountant at the Hospital, says he has evidence to prove his allegations and is thus petitioning the Commission for Human Rights and Administrative Justice (CHRAJ) to commence investigation into the issue.

In response, the management of the Hospital said the allegations are false and they will respond at the appropriate time.

According to Mr Akyireba, the duo had procured two new Toyota Camry vehicles at the cost of \$116,000, which were allegedly obtained with Covid-19 donations by a businessman and footballer.

He said the vehicles were bought at a time when the Hospital is in a dire economic situation.

He revealed that all of the Hospital's escalators had broken down except those in the B block, and some staff bonuses had also not been paid.

"We were told in the performance review by the Chief Executive that all directorates of the Hospital have incurred losses. Cumulative losses of these directorates according to him was in the region of ₵6.2 million.

"If we were in such a difficulty, where else did they get the money to buy those vehicles if not the Covid funds?" he said.

He is also asking CHRAJ to probe the Medical Director, Prof. Baafour Kofi Opoku, over abuse of public office for allowing his wife to drive and crash one of these new vehicles.

Speaking to LuvNews, Mr Akyireba said he's willing to support a CHRAJ investigation with evidence to prove these vehicles were bought with Covid-19 donations to the Hospital.

"I'm offering my head on the chopping block; they can chop my head for this. The Medical Director gave our official vehicle, one of the luxurious vehicles, to his wife and the wife got an accident with it. I feel that constitutes an abuse of public office, it also constitutes a betrayal of the trust of the public," he said.

However, lawyers for the KATH CEO in a response to some radio stations and newspapers said the allegations are untrue.

[20 marks]

Question 4:

Re-write the following extract into an acceptable broadcast version.

Angel FM's Captain Godsbain Smart's Tantra Hills home has been plundered by thieves, Sunday dawn.

According to a Mile 7 District Police report, all exterior driving mirrors of three of the radio presenter's cars were stolen.

Additionally, the windshield guards of all the vehicles including two Toyota Land Cruisers with registration numbers GE 7113-17 and GS 1-16 and one Land Cruiser Prado with registration number GR 9111-16 parked in his compound were also taken.

Sources say, the robbers then left a handwritten note on the Prado vehicle warning the Morning Show presenter to desist from supporting the ruling New Patriotic Party (NPP) or they would return.

"Captain Smart keep supporting NPP. This is just the start and the beginning. We will come back," the note read. Crime Scene experts from the Criminal Investigation Department (CID) Headquarters were subsequently called to the scene to commence an investigation.

[20 marks]

Question 5:

Re-write the following extract into an acceptable broadcast version.

A new three-unit classroom block with a staff common room, washroom and a storeroom, has been constructed for the Effiduase Methodist basic school in the Sekyere East District of Ashanti.

The facility which was built at a cost of GH¢160,000.00 was funded by the Oforiwaa-Danquah Family at Effiduase, in memory of their late mother and brothers, Obaapanin Afua Oforiwaa, Mr. Isaac Fosu-Danquah and Nana Kwarteng Amaning Danquah, who was the Dwumakwahene of the Effiduase traditional area. Mr. Thomas Nyarko-Danquah, a member of the family at the official commissioning and handing over of the project at Effiduase, said the gesture was a commitment by the family to augment efforts of the government in meeting the educational needs in the country.

He said the facility was established through an Educational Foundation set up by the family ten years ago, to promote access to quality education and a conducive environment for children in the area, especially those from deprived homes and communities to study.

Mr. Nyarko-Danquah, said the Foundation had been providing scholarships to needy pupils as well as free extra, vacation and French classes for children in the area.

He said the family had the vision of promoting multi-stakeholder support in education delivery in the area and pledged continuous support of the family in providing quality education to children.

Mr. Anthony Boateng, Deputy Director-General of the Ghana Education Service (GES), commended the family for the gesture and said the facility would be used to achieve the intended purpose.

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Right Reverend Robert Osborn Eshun, Diocesan Bishop of the Methodist Church thanked the Oforiwaah-Danquah Family for the gesture and called on other individuals and families who had the capacity and resources, to support community and national infrastructural development agenda.

[20 marks]