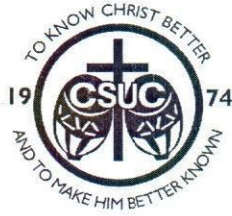


Index number: _____ Signature: _____ Date: _____



CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2021/2022 Academic Year

Level 300

BACS: 342: WRITING FOR BROADCAST MEDIA

June, 2022

[70 marks]

Time: 2 hrs 30 mins.

INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**
- Answer question ONE; and two others.
- Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper

Examiner: Eric Boadi

Index number: _____ Signature: _____ Date: _____

1. Write a 30-seconds Radio commercial for a new product (Liquid Soap). (30 Marks)

2. Explain the nature and significance of the AIDA format for writing advertising messages. (20 Marks)

3. Explain the nature and significance of the ACCA format for writing advertising messages. (20 Marks)

4. Design a typical Running Order for a 30-minute afternoon news bulletin on a local radio station. (20 Marks)

5. Explain the following terms involved in the broadcast news writing process. (20 Marks)
 - a) Lead-in
 - b) Report Details
 - c) Ordinary person
 - d) Official person
 - e) Slug

WISH YOU ALL THE BEST!!!