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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION – MAY 2014

TITLE OF PAPER: STATION OPERATIONS

COURSE CODE: JMC 416

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Critically analyze the relationship among the four “core” departments usually found at most radio stations.

20 MARKS

QUESTION 2

Strategic Management is said to be one of the most widely used theoretical frameworks in media management. Discuss this statement in detail, highlighting the two dominant conceptual frameworks used in the study of strategic management.

20 MARKS

QUESTION 3

Describe the impact of technology on radio and television station operations. How would you as a Station Manager optimize technological advances at your radio station?

20 MARKS

QUESTION 4

What are the roles and responsibilities of the News Editor? Explain why this position is critical in television and radio news operations.

20 MARKS

QUESTION 5

Using four key departments at your local television station, explain the roles and responsibilities of their heads.

20 MARKS

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QUESTION 6

Critically analyze the following:

- Transnational Media Management Theory
- Leadership Theory

20 MARKS