

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION

TITLE OF PAPER: INTRODUCTION TO BROADCASTING

COURSE CODE: JMC 232

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

ANSWER ANY (THREE) 3 QUESTIONS FROM SECTION A, AND ALL THE
QUESTIONS IN SECTION B

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

SECTION A

QUESTION 1: RADIO NEWS BROADCAST

(a) “An online petition on change dot org was started yesterday. Now there are more than 100 supporters seeking justice for jailed journalist BhekiMakhubu and human rights lawyer ThulaniMaseko.” What is wrong with this report that appeared in the news broadcast?

[25 MARKS]

(b) In what ways does radio reach into the imagination?

[5 MARKS]

QUESTION 2: THE PUBLIC BROADCASTER

“A nation must interact more often internally (domestic affairs) than externally (foreign affairs) to remain politically cohesive.” Describe ways the public broadcaster advances this line of thinking?

[25 MARKS]

QUESTION 3: SHOOTING TIPS FOR TELEVISION

Explain in detail why the camera should be at eye-level with the subject.

[25 MARKS]

QUESTION 4: DIGITAL TELEVISION

Outline all the benefits of digital television and reinforce them with models.

[25 MARKS]

SECTION B (COMPULSORY)

1. In a close-up television shot both eyes should be visible and the subject should not be looking at the camera.

- a. True
- b. False

[2 MARKS]

2. Digital signal is a physical signal that is not the representation of sequence of discrete values.

- a. True
- b. False

[2 MARKS]

3. The most widely used and influential medium is...

- a. Internet
- b. Radio
- c. Newspapers

[2 MARKS]

4. Who said: "...and I believe that good journalism, good television, can make our world a better place."

- a. VukaniMaziya
- b. Christiane Amanpour
- c. Charles Kuralt
- d. Oprah Winfrey

[2 MARKS]

5. What are noises and voices that can be heard at the scene of a news event?

- a. Natural Sounds
- b. Voice Clips

[2 MARKS]

6. Listeners are not sensitive to perceived bias on the part of the newscaster, especially in political situations.

- a. False
- b. True

[2 MARKS]

7. Which are styles of radio news writing?

- a. In-depth
- b. Network style
- c. Vivid style
- d. None of the above
- e. All of the above

[2 MARKS]

8. One of the strengths of the public broadcaster is:

- a. Broadcast culture and infrastructure
- b. Constrained resources
- c. All of the above
- d. None of the above

[2 MARKS]

9. Transmission of news on television or radio is referred to as,

- a. Digital Migration
- b. Broadcast Journalism
- c. None of the above

[2 MARKS]

10. Which type of shot is used to emphasize a point and isolate the subject

- a. Extreme Close-Up
- b. Close-Up
- c. Medium Shot

[2 MARKS]