

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
EXAMINATION QUESTION PAPER

TITLE OF PAPER: STATION OPERATIONS

COURSE CODE: JMC 416

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER FOUR (4) QUESTIONS
2. WRITE **LEGIBLY** (BOLDLY AND CLEARLY)
3. SPELLING AND GRAMMAR WILL COUNT IN GRADING

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

QUESTION 1

Write the general organizational structure of either a radio or television station including duties involved.

(25 MARKS)

QUESTION 2

Write in detail the difference between a commercial station and a non-commercial station, include advantages and disadvantages (for both television and radio) including examples.

(25 MARKS)

QUESTION 3

It has been reported that government is planning to merge the Swaziland Broadcasting and Information Service (SBIS) and The Swaziland Television Authority (STVA).

Write an elaborate critique of the merger taking into consideration the demographics, listenership, viewership, and the economic status of the country.

(25 MARKS)

QUESTION 4

Swaziland is currently in the process of digital migration whereby she is switching from analog to digital broadcasting with the rest of the world by June 17, this year. What is the difference between analog and digital broadcasting? How will viewers benefit from the digital migration?

(25 MARKS)

QUESTION 5

State the key functions of the programming and sales departments for radio and television, also explaining if there is a synergy between these two departments.

(25 MARKS)

QUESTION 6

Part of the International Communications Union (ITU) agreement with the rest of the world is that the digital migration will allow countries to have more television channels and more frequencies will be available. In Swaziland alone, there will be twenty (20) television channels.

What type of television license would you apply for and why, considering the demographics, viewership, market research and target audience.

(25 MARKS)