

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – DECEMBER 2015

TITLE OF PAPER: COMMUNITY BROADCASTING

COURSE CODE: JMC 408

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 analyse the four characteristics of community broadcasting listed below:

- a) Independence
- b) Community ownership and control
- c) Not-for-profit
- d) Community service

20 MARKS

QUESTION 2

You are the initiator of a project to set up a community radio station in your semi-urban residential area of Ezulwini. Discuss the considerations you would make in ensuring that the Community Radio Council (CRC) represents a cross-section of the community.

20 MARKS

QUESTION 3

Critique the statement that the value and purpose of community broadcasting is located within its founding philosophy – “to give a voice to the voiceless.”

20 MARKS

QUESTION 4

Describe the regulation of community broadcasting and the licensing process, making reference to the context of Swaziland.

20 MARKS

QUESTION 5

Discuss the UNESCO model of Community Multimedia Centres in community radio practice. How do they contribute towards the sustainability of community radio?

20 MARKS

QUESTION 6

Critically analyse the needs assessment and site selection processes involved in setting up a community radio station.

20 MARKS

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FIRST SEMESTER MAIN EXAMINATION PAPER – DECEMBER, 2015

TITLE OF PAPER: DRAMA PRODUCTION FOR RADIO AND TELEVISION

COURSE CODE: JMC 409

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own examples to illustrate your answers.

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QUESTION 1: Writing a Script

A television drama that aims to educate audiences about social issues such as HIV/AIDS and teenage pregnancy may not prove as exciting and compelling as a pure entertainment drama. Discuss what the writing team could do to ensure that the storyline still manages to entertain and captivate younger audiences within the local context.

[20 Marks]

QUESTION 2: Character Development

“Story structure experts will tell you it’s vital for an audience to care. The central character or hero of any successful story must arouse in the viewer’s mind both sympathy and empathy. That is, you’re supposed to like the hero... If that happens, you engage emotionally with the hero and gladly undertake his quest with him.” (Vorhaus, 1994:33)

Using the above statement as a starting point, respond to the following:

- a) Define emotional involvement. (5)
- B) Discuss why it is important for audiences to be emotionally involved with the central character. (8)
- C) With the aid of examples, describe the type of central character that is likely to evoke an emotional reaction. (7)

[20 Marks]

QUESTION 3: Pre-production

Discuss some of the activities that a producer has to manage during the pre-production phase of a television drama. Also comment on what a producer must do to ensure his or her project receives the necessary backing from a production executive.

[20 Marks]

QUESTION 4: Production

Based on your understanding of appropriate shooting equipment and techniques, discuss some of the tools that the cinematographer has at their disposal for translating a narrative into an engaging television drama.

[20 Marks]

QUESTION 5: Post-production

Music is regarded as an “evocative tool”, which is why it is widely used in a great number of television drama productions. However, some feel it is also frequently “misused and overused.” Discuss how you as a newcomer to drama production can use this tool properly.

[20 Marks]

QUESTION 6: Final Presentation

As the producer of a television drama, discuss innovative and cost-effective ways of marketing it as a “must-see” to an audience that is made up of your peers. Also comment on how audience information will help you in effectively marketing the drama.

[20 Marks]