

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2016/2017 SEMESTER I EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO BROADCASTING

COURSE CODE: JMC 223

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

Section A and section B are compulsory.

In section C choose either A or B.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

SECTION A (Compulsory)

Read each question carefully and then select the best answer. Each question has two marks.

1. Which of the following is NOT TRUE at most larger radio stations?

- A) The news director supervises a small team of reporters.
- B) A reporter may cover one to five stories in one day.
- C) The assignment desk monitors who covers what in the field.
- D) There are not enough reporters and too much news, so a reporter's assignments may vary from meetings to murder.

2. Which of the following is NOT likely to be true at a television station?

- A) TV journalists work side by side with photographers.
- B) Stories are always taped at the scene and brought back to the studio for reviewing and scripting.
- C) Producing a 90-second story can take hours.
- D) Producers and anchors do their own writing and editing.

3. According to recent research, which of the following is NOT TRUE about a typical half-hour local newscast?

- A) Most stories are local.
- B) The most common topic is crime.
- C) The lead story most often involves crime.
- D) Most stories involving controversy give both sides of the story.

4. To format your news story to make it easier for someone else to read on the radio, which of the following would you NOT do?

- A) Write numbers in numerals with commas to separate millions, thousands, etc.
- B) Capitalize or underline words that need extra emphasis
- C) Put cut or actuality (pre-recorded quote) information at the point where the cut will be
- D) Avoid hyphenating words

5. Which of the following suggestions should a broadcast news writer NOT follow?

- A) Avoid complicated syntax and keep your subjects and verbs close together.
- B) Limit sentences to 20 words or less.
- C) Use the inverted pyramid format.
- D) It's OK to start sentences with conjunctions.

6. Which of the following is TRUE in terms of the use of attributions and quotes in a broadcast news story?

- A) You should attribute the source first, before relaying information or quoting someone.
- B) It's generally preferable to paraphrase than to use direct quotes.
- C) The best option is to provide actual sound bites so audiences can hear quotes for themselves.
- D) All of the above

7. In terms of style, which of the following is NOT TRUE of broadcast newswriting vs print newswriting?

- A) In both broadcast and print newswriting, contractions should be avoided.
- B) In broadcast newswriting, attributions should be placed before a quote, while in print they usually follow.
- C) In broadcasting, if a phonetic pronunciation is needed, it should be added each time the word is used. If phonetic pronunciation is provided in print, it would be done only once.
- D) In broadcasting, even common abbreviations like St., Dr. and Ln. should be spelled out.

8. Which of the following would NOT be correct formatting for numbers in broadcast newswriting?

- A) 8 houses
- B) 232 dollars
- C) 88 percent
- D) 5-million

9. Which of the following is a term used for raw material gathered from the field before utilizing it.

- A) NATS
- B) SOT
- C) VO
- D) SRA

10. Which of the following definitions is CORRECT in radio news reporting?

- A) Wrap: the ending of the story
- B) Lead-in: the beginning of the story
- C) In-cue: the first words of a cut or wrap
- D) Actuality: the basic premise (facts) of the story

11. Which of the following would NOT be good advice to help a radio broadcaster develop a smooth, natural-sounding delivery?

- A) To avoid sounding artificial, use the natural pitch and volume of your voice.
- B) Record your voice and listen to the way you speak.
- C) Study and imitate professional journalists that you admire.
- D) Practice.

12. Which of the following is NOT helpful advice for creating radio news stories?

- A) Read your stories aloud.
- B) Avoid adding drama to your facts.
- C) Focus on people.
- D) Gather lots of audio.

13. Which of the following practices should you AVOID when conducting a video interview?

- A) Find a location that has action and visuals in the background.
- B) Divert your subject's gaze away from the camera by maintaining eye contact.
- C) Jot down phrases that will help you locate good sound bites.
- D) Shoot cutaways to show that you are listening attentively to your subject.

14. A/An _____ is when a reporter narrates over video cover.

- A) Stand-up
- B) B-Roll
- C) SOT
- D) VO

15. Which of the following suggestions should NOT be followed in broadcast newswriting?

- A) Use one idea per sentence.
- B) Limit sentences to 20 words or less.
- C) Feel free to use conjunctions anywhere in a sentence.
- D) Use only complete sentences with a subject and verb.

16. A broadcast news story needs a solid ending. Which of the following would NOT qualify?

- A) Vital details
- B) A summary statement
- C) A rehash of the first sentence
- D) A zinger

17. Which of the following is not part of the six kiplings?

- A) What
- B) Whom
- C) When
- D) How

18. In broadcast newswriting a package is a complete story combining any of the following elements EXCEPT:

- A) Sound bites.
- B) Voice-overs.
- C) Rundowns.
- D) Stand-ups.

19. Which of the following is NOT on the list of seven elements that make a story interesting to readers and qualify as "news"?

- A) Impact
- B) Immediacy
- C) Proximity
- D) Preference

20. Which of the following is not important when planning for a location shoot for a radio programme on wildlife?

- A) Mixer
- B) Microphone
- C) Recorder
- D) Batteries

SECTION B (Compulsory)

Answer the following question.

1. The broadcaster you work for has decided that there is need to improve the content within the programming schedule. You are therefore advised to pitch an idea on how to do this, taking into account your audience target, time slot for the programme, budget and possible sponsors if need be. Also develop a sketch of how it would be produced.

(30 Marks)

SECTION C

Choose one of the following questions and discuss.

- a. Are news channels in Swaziland and neighbouring countries (SA) giving viewers what they want or has the balance of news coverage tipped to excessive coverage of tabloid stories/ soft news? Discuss.

(30 Marks)

OR

- b. The conversion of Swaziland Broadcasting and Information Services (SBIS) and Swaziland Television Authority (STVA) is imminent with the discussion of the Swaziland Broadcasting Bill (2016). Discuss whether or not the corporation that will be born from the two will truly be a public broadcaster giving examples to support you answer.

(30 Marks)