

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2017/2018 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO BROADCASTING

COURSE CODE: JMC 223

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER THREE (3) QUESTIONS
2. WRITE CLEARLY, POOR GRAMMAR AND SPELLING WILL BE PENALISED

Question 1

With the aid of local and international examples, discuss four genres of broadcasting which apply to both television and radio broadcasting.

[20]

Question 2

The Swaziland Broadcasting Bill of 2016 (Draft) states that one of the objectives of the Bill is to “provide for the maximum availability of broadcasting to the people through the tier system of public, commercial and community broadcasting services”. In light of this objective, discuss the principles of the three-tier broadcasting system showing its importance to society. Use examples to illustrate your answer.

[20]

Question 3

You are the production manager at the Uniswa Campus radio station. In an effort to raise HIV/AIDS awareness amongst students, develop a thirty-minute talk show that you will broadcast on World AIDS Day.

- (a) Develop a script for a 30-minute radio talk show that you will conduct [12]
- (b) Discuss the impact of radio talk shows and show how you as the producer would engage your audience [8]

[20]

Question 4

Discuss how new media is currently being used in television broadcasting.

[20]

Question 5

Compare and contrast print news writing and broadcast news writing.

[20]

Question 6

With the aid of examples discuss the importance of lighting and sound in television broadcasting.

[20]