

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

TITLE OF PAPER: TELEVISION PRODUCTION

COURSE CODE: JMC 358

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. STUDENTS MUST ANSWER TWO QUESTIONS ONLY:**
 - ANSWER THE COMPULSORY QUESTION IN SECTION A
 - ANSWER ONE (1) QUESTION ONLY IN SECTION B
- 2. POOR SPELLING AND GRAMMAR WILL BE PENALISED**

SECTION A- ANSWER THE COMPULSORY QUESTION

Question 1

You are the production manager at UNISWA Campus TV and you are required to launch a talk show aimed at university students.

- a) Come up with a relevant title for the talk show and briefly explain the importance of giving appropriate titles to programmes. [5]
- b) Write 30-minute script for your talk show. [15]
- c) Discuss the importance of the talk show genre in general society and for students in particular. [10]
- d) Discuss the elements of a talk show that you would employ to make your talkshow a success, also show how you would integrate social media to enhance the talk show's reach. [10]

SECTION B- ANSWER ONE QUESTION ONLY

Question 2

Research is the backbone of television production- without it most productions would not be focused. With reference to this statement discuss the importance of research in television production. [20]

Question 3

The rise of new technology has changed the definition of television as we know it. Now viewers are not forced to be stuck in front of a big box of pictures and sound. Viewers have access to television through multiple ways and they have a greater input into the choice of content to see. In line with this statement discuss the influence that new technology has had on the improvements in television production. [20]

Question 4

Discuss the merits of live streaming over the internet and how television stations can benefit from this service. [20]

Question 5

Editing is the final step to producing the perfect production. With reference to this statement, discuss the role of editing in television production. [20]

Question 6

Discuss the importance of considering audiences when developing television programmes. [20]