

**UNIVERSITY OF ESWATINI**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**2018/2019 EXAMINATION QUESTION PAPER: RESIT**

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**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**

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

### **Question 1**

Audiences are a very important aspect in broadcasting, thus the producer must know their audience. Discuss the demographic information that you would consider when producing:

- a. A talk show [4]
- b. A soccer programme [4]
- c. A soap opera [4]
- d. A news analysis programme [4]
- e. A high school quiz and debate programme [4]

[20]

### **Question 2**

Discuss the history of broadcasting, noting the first uses of radio and television in society. [20]

### **Question 3**

Discuss five items of equipment that are used in television and radio production (five each). [20]

### **Question 4**

Discuss the elements of editing and show how editing contributes to the overall process of producing television and radio programmes. [20]

### **Question 5**

Compare and contrast print and broadcast news writing. [20]

### **Question 6**

Write a script for 30-minute radio lifestyle talk show that is targeted at university students. [20]