

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2019/2020
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: COMMUNITY BROADCASTING
COURSE CODE: JMC 415
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF FOUR (4) 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 draft Mission and Vision Statements for the community radio stations attached in page 4 and discuss the aims and objectives that you uncover. Are they in line with the principles of community radio?

20 MARKS

QUESTION 2

Develop a two-page Concept Note for a community radio or television station that can be submitted to the communications regulator when applying for a licence.

20 MARKS

QUESTION 3

What are the key considerations that facilitators of community broadcasting stations need to make when drafting a constitution for their project?

20 MARKS

QUESTION 4

Critically analyse the guidelines for the location and basic studio equipment proposed by UNESCO for community radio stations in relation to *UNESWA Campus Radio*.

20 MARKS

QUESTION 5

Discuss licensing conditions and four key policies that are required by the independent communications regulator, ESwatini Communications Commission (ESCCOM) prior to a community radio station commencing operations in the country.

20 MARKS

QUESTION 6

Prepare a half-hour panel discussion show for *UNESWA Campus Radio* station on a farming, health or educational technology initiative that would be broadcast in your local community radio station. Outline the following aspects in your plan:

- Background research
- Topic and its aim and objectives
- Panelists and reasons why you have selected them
- An outline of the questions
- How to ensure community participation

ANNEX 1: MISSION & VISION STATEMENTS

RADIO KHWEZI

Our Vision:

Radio Khwezi strives to contribute to a society in which all forms of poverty, discrimination and injustice have been eradicated, and the marginalised rural community is empowered and mobilised to engage in their own development.

Our vision is to be a successful, vibrant and energetic tool for positive change, leading by example as a flourishing, sustainable and professional community radio station.

Our Mission:

Radio Khwezi works together with rural communities in the KwaZulu Natal midlands and north coast areas of South Africa to develop, produce and broadcast quality, sustainable programming with sound values to educate, empower, mobilise and uplift the social, economic and spiritual lives of individuals, families and communities.

RadioDUT - Durban University of Technology.

Introduction

The mission of the radio station is to provide quality information and entertainment that speaks directly to the needs of the DUT community. RadioDUT aims to offer information, entertainment and engagement to the DUT community.

RadioDUT is a diverse, vibrant and a well-informed radio station that seeks to empower students before, during and after their academic life. Radio DUT aims to meet the needs of a young and active youth, graduates entering the world of work, prospective students and individuals of general society.

RadioDUT is a student-centered radio station; it is all about the student. Its objective is to support holistic development of all students through provision of useful content that enhances their learning experience.

Vision Statement

RadioDUT envisions being an organisation that serves its community through the provision of relevant content and through playing an integral role in advocating for social change. We aim to create and distribute public news and information that's accurate, balanced and trustworthy. Lastly, the radio station aims to create a world where people hear stories of people in their communities that contribute to the structure of the Durban University of Technology.

Mission Statement

To provide high quality campus / community radio programming, production, entertainment and broadcasting to the Durban University of Technology.
