

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
RESIT EXAMINATION
FIRST SEMESTER 2020/2021

TITLE OF PAPER : DRAMA PRODUCTION FOR RADIO AND TELEVISION
COURSE CODE : JMC 409
TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS

1. ANSWER THREE QUESTIONS
2. EACH QUESTION CARRIES 20 MARKS
3. THIS PAPERS CONSIST OF TWO PAGES, COVER PAGE INCLUDED

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

Question 1

You have been tasked to devise a marketing plan for an upcoming radio or television drama. Discuss the methods you would employ to generate maximum publicity for the television or radio drama.

Question 2

You are the producer of a new radio drama that encourages young adults to start small businesses as a way to deal with unemployment. Discuss the five phases of production that the radio drama would have undergone.

Question 3

Discuss the following elements to keep in mind when developing a plot for a radio or television drama

- a) Creating an emotional experience
- b) Working within a culture
- c) Being original

Question 4

Using examples to substantiate your answer, discuss the role of a production designer in providing visual information for a television drama.

Question 5

What is dramatic conflict? Describe the three patterns that dramatic conflict follows, providing an example for each.