

UNIVERSITY OF SWAZILAND

1533

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2011/2011 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO BROADCASTING

COURSE CODE: JMC 232

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer any four questions.

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

1. Describe the evolution and development of mass media with particular reference to how broadcasting evolved. **(25 marks)**

2. Give detailed explanation of the following terms: **(25 marks)**

Media Convergence
Electromagnetic Spectrum
Spectrum scarcity
Analog versus digital
Cable television versus satellite television

3. Briefly describe the contributions to the development of radio or television of one of the following people. **(25 marks)**

James Clerk Maxwell
Heinrich Hertz
Guglielmo Marconi
Reginald Fessenden
Lee de Forest
Philo T. Farnsworth
Vladimir K. Zworkin

4. Describe how broadcast audiences are measured and calculated. Is there room for improvement of these measurements? **(25 marks)**

5. Conceive of and describe the steps and processes involved in producing a simple television story. **(25 marks)**