

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2012 FINAL EXAMINATION QUESTION PAPER: SUPPLEMENTARY

TITLE OF PAPER: INTRODUCTION TO BROADCASTING

COURSE CODE: JMC 232

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **FIVE** questions.

Use your own examples to illustrate your answer(s).

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

Question 1

Briefly explain how the emergence of broadcasting contributed to the World War.

20 marks

Question 2

Explain the effects the introduction of TV broadcasting has on the Swaziland society: Culturally, economically and politically.

20 marks

Question 3

Describe how broadcasting has developed and evolved to what has become infotainment.

20 marks

Question 4

Briefly explain the responsibilities of the following people in a production: **20 marks**

Anchor

Director

Producer

Cameraman

Question 5

Describe what you understand by the terms "commercial broadcasting" and "non-commercial broadcasting". Give examples to support your answer. **20 marks**

Question 6

Explain how technology has changed or improved advertising in broadcasting.

20 marks