

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO BROADCASTING
COURSE CODE: JMC 232
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER THREE (3) QUESTIONS
2. WRITE **LEGIBLY** (BOLDLY AND CLEARLY)
3. SPELLING AND GRAMMAR WILL COUNT IN GRADING

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1

Without a doubt, there have been drastic changes in the broadcast industry worldwide. The International Telecommunications Union's (ITU) convention of 2006 has compelled all countries to switch from analog to digital broadcasting, known as Digital Migration. Clearly define what Digital Migration is and analyse the pros and cons of the switchover.

[20 MARKS]

QUESTION 2

Write in detail the history of broadcasting (radio and television) and how it has evolved over the years with Internet broadcasting becoming popular as a mode of new media.

[20 MARKS]

QUESTION 3

Discuss Robert L. Hilliard's argument about the impact of demographics in the radio and television broadcasting industry and give examples.

[20 MARKS]

QUESTION 4

In broadcasting, radio has its mass audience, so does television. Write in detail the differences in the audiences of these media, not leaving out the internet audience.

[20 MARKS]

QUESTION 5

Every now and then broadcast houses (radio and television) are sued for defamation. What are the key elements to avoiding slander as stated by News Reporting and Writing (The Missouri Group) Ninth Edition?

[20 MARKS]

QUESTION 6

Explain the objectives of the draft Swaziland Broadcasting Bill of 2013 and those of the draft Swaziland Broadcasting Corporation Bill of 2013.

[20 MARKS]