

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

TITLE OF PAPER: TELEVISION REPORTING

COURSE CODE: JMC 314

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

Explain in detail why the **script** is one of the most important devices in all production phases and write the five script formats as listed in Herbert Zettl's Television Production Handbook (11th Edition).

[20 MARKS]

QUESTION 2

Explain why broadcast journalism is referred to as a performance and television reporters as performers? Discuss four out of the six similarities and differences in print and television interviewing.

[20 MARKS]

QUESTION 3

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 4

Explain in detail why it is important to research and phrase questions prior to an interview? What is the difference between **open-ended questions** and **closed-ended questions** when interviewing? (Two examples for each required).

[20 MARKS]

QUESTION 5

- I. **Define** television and the mass audience [10 MARKS]
- II. **State** whether or not demographics play an important role in script writing and television reporting [10 MARKS]

QUESTION 6

The news script is one of the widely used script formats and contains every word spoken by the anchor. Write two detailed news scripts (one for sports and one for hard news)

[20 MARKS]