

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Second Semester, 2016

TITLE OF PAPER: TELEVISION PRODUCTION

COURSE CODE: JMC 341

TIME ALLOWED: TWO (2) Hours

Instructions:

Answer THREE Questions

Answer THREE (3) questions.

Please pay attention to grammar and spelling

Use examples from your readings, your tablet assignments, and lectures to illustrate your answer(s).

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

JMC 341: Television Production

Question 6 is Compulsory; it carries 50 marks. The other questions are 25 marks each.

QUESTION 1

You have been assigned to produce a television segment on a local political, economic or social issue. According to your readings and lectures, how would you frame your report? Please use the “Blueprint” formula as described in the text and lectures.

QUESTION 2

Why is the “mission statement” so important as you set out to produce your report?

QUESTION 3

Considering what you have read in the textbook, the Pinnacle App guide, and the lectures, Describe both the similarities and differences in producing a report for television and one for the Internet.

QUESTION 4

Describe elements of the “20 Second Contract” and why the understanding of this contract is essential to television audiences.

QUESTION 5

Compare writing for broadcast with writing for print. What are the essential differences and how does one change a good print story to a good broadcast report? Remember, “think picture”.

QUESTION 6

Choose a topic that interests you. Write a television script (no longer than 1 minute, 30 seconds. Include a shot list of visuals and create two sound bites you would use.) Time your package. The total time is to include script, sound bites and natural sound.