

UNIVERSITY OF ESWATINI  
FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2018/2019 EXAMINATION QUESTION PAPER: MAIN

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TITLE OF PAPER: INTRODUCTION TO BROADCASTING

COURSE CODE: JMC 223

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER THREE (3) QUESTIONS
2. WRITE CLEARLY, POOR GRAMMAR AND SPELLING WILL BE PENALISED

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

### Question 1

- (a) Define the term **genre** as used in broadcasting. (2)
- (b) Discuss the following genres and make reference to six(6) examples of programmes for each genre (2 local, 2 regional and 2 international):
- News programme - on television (4)
  - Talk show- on television (4)
  - Sports show- on radio and television (4)
  - Education show- on radio and television (4)
- (c) Explain why it is necessary to have genres in broadcasting (2)

[20]

### Question 2

The Swaziland Broadcasting Bill of 2016 (Draft) states that one of the objectives of the Bill is to "provide for broadcasting to contribute to the socio-economic development of the society, nation-building, provision of education and the strengthening of the spiritual and moral fibre". In light of this objective, discuss the principles of the public service broadcasting system. Use examples of programming that is currently being provided by public service broadcasting stations (Eswatini TV and EBIS) locally to try to fulfil the requirements of the objective above to illustrate your answer.

[20]

### Question 3

As the production manager at the UNESWA TV station you have been asked to formulate a talk show segment (episode) with the theme: *Reading widely as a fundamental skill needed by university students*. This segment of the talk show will be broadcast on the Eswatini National day of Literacy.

- (a) Develop a suitable title (name) for your television talk show and explain why talk shows need relevant titles. (2)
- (b) Develop a script for a 30-minute television talk show that you will conduct (12)
- (c) Discuss the importance of television talk shows and show how you as the producer would engage your audience (6)

[20]

#### Question 4

Discuss how the following new media are being used to enhance radio and television broadcasting. Use examples to illustrate your answer.

- (a) Skype (4)
- (b) Youtube (4)
- (c) Facebook (4)
- (d) Whatsapp (4)
- (e) Websites (4)

[20]

#### Question 5

Discuss five principles of broadcast news writing. [20]

#### Question 6

Be it natural or artificially created, both sound and light are of great importance in the creation of a good broadcast product. With reference to this statement, discuss how lighting and sound are used to enhance meaning in broadcasting. [20]