

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2018/2019 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: TELEVISION PRODUCTION

COURSE CODE: JMC 358

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. ANSWER THE COMPULSORY QUESTION IN SECTION A**
- 2. ANSWER ONE (1) QUESTION ONLY IN SECTION B**
- 3. POOR SPELLING AND GRAMMAR WILL BE PENALISED**

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

SECTION A- ANSWER THE COMPULSORY QUESTION

Question 1

The African Child is denied television contents which could promote his or her understanding of the core of the African Society in various children's programmes. The programmes are lacking of everything African and filled with foreign content. This may be detrimental to inculcating the African Culture in our children.

- a) Discuss to what extent you agree or disagree with the statement above and explain why it is important for African television stations to provide locally contextualized programming for children. (10)
- b) You are the production manager at Eswatini TV and you have been asked to produce a block of five children's programmes for the age segment 13 to 17. Develop five profiles of the programmes, indicating the synopsis of the content to be expected, the time and day(s) at which each programme will be broadcast. (15)
- c) Develop a treatment script with in depth proposed production details for one of the programmes that you profiled above in Question (b). (10)
- d) Discuss why television production students like yourself must be taught both theoretical and practical skills that will help them to develop children's programmes in the future.(5)

[40]

SECTION B- ANSWER ONE QUESTION ONLY

Question 2

Critique the use of new media platforms by Eswatini TV and Channel Swazi. In your answer highlight the strengths and weaknesses of the stations and recommend what they should do to improve. [20]

Question 3

Reality television is a controversial genre of television production. Some people argue that it is good entertainment, while others rubbish it as 'trash on screen'. Discuss the aspects of television production that make Reality TV programmes 'believable or unbelievable' to their audiences. Use examples to illustrate your answer. [20]

Question 4

Compare and contrast television production that is done through recorded programmes versus live streamed programmes. In your answer highlight the advantages and disadvantages of both programme formats. Use examples to illustrate your answer. [20]

Question 5

You are the production manager at UNESWA TV and you have been asked to develop a daily soap opera that is targeted at students and the university wide staff. Draft a Treatment script with the following information and any other information that will help to direct your production:

- give a brief explanation of the need importance and need for a localised soap opera of this nature for the given audience.
 - name of soap opera, and give a reason for the choice in name
 - time slot for airing
 - language(s) of production
 - song that you would use as theme tune
 - Give a synopsis that shows the plot/storyline of the soap opera
 - describe how you would engage a suitable cast of actors and actresses for the soap opera
 - describe the place in which your soap opera will be set and where location shots will be taken
 - describe the equipment that you would use
 - describe the necessary props that you would use
 - describe how you would make sure that your target audience gets to view all the episodes of your soap opera at given times
 - describe how you would promote your soap opera to encourage maximum viewership
- [20]

Question 6

Discuss the importance of producing in-depth international/ national current affairs or news interview programmes. Use examples to illustrate your answer. In your answer include a section in which you discuss a concept for a national current affairs or news interview programme for the Eswatini audience (name and content-including the kinds of interviews that you would conduct and the type of people that would have to be interviewed).

[20]