



"Investing in Africa's Future"

(CSSTHE)

HEC 204 BROADCASTING MEDIA: TELEVISION & RADIO

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/ DECEMBER 2017

LECTURER: MR. E.T. DOWERA

DURATION: 3 HRS

INSTRUCTIONS

1. Answer any **three** questions. Each question carries 20 marks.

2. Number your answers carefully.

3. Begin each new answer on a new page and write legibly.

ANSWER ANY **THREE** FROM THE FOLLOWING QUESTIONS. YOU ARE ADVISED TO SPEND NOT MORE THAN **ONE** HOUR ON EACH ANSWER.

Each question carries **20** marks.

Question 1

Critically analyze the needs assessment and site selection processes involved in setting up a community- based radio station.

Question 2

- Explain what news is and discuss the major differences between feature and documentary programmes.

Question 3

- Discuss how voice can be considered an important element in news production. Explain the characteristics of news values and how news comes into the broadcasting station.

Question 4

What do you consider to be the cardinal points in announcing? Explain why newscasters on radio and television must have command of the language of communication.

Question 5

Explain the three defining characteristics of advertising. Discuss any four ways in which broadcasting media (TV and Radio) are good mediums for the advertising industry.

Question 6

- Critique the statement that the value and purpose of community broadcasting is located within its founding philosophy- 'to give a voice to the voiceless'.