



*"Investing in Africa's Future"*

**FACULTY OF HUMANITIES & SOCIAL SCIENCES**

**HEC204 BROADCASTING MEDIA: TV & RADIO**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER/DECEMBER 2016**

**LECTURER: MRS K. CHAMBERS**

**DURATION: 3 HRS**

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***INSTRUCTIONS***

Answer any three questions

Write legibly



**CHOOSE ANY THREE ESSAY QUESTIONS FROM THE LIST BELOW. YOU SHOULD SPEND NO MORE THAN AN HOUR ON EACH ESSAY.**

**Question 1**

Write a profile of a successful broadcast journalist from Zimbabwe or from another African country, examining what qualities they have that budding journalists would do well to copy. Your answer may be in the form of a detailed listicle. (20 MARKS)

**Question 2**

What kind of pitfalls must broadcast journalists avoid when covering breaking news live on radio or on TV? Illustrate your example with real-life instances of breaking news as much as possible. (20 MARKS)

**Question 3**

What is the future of radio in the digital age? (20 MARKS)

**Question 4**

"Broadcasters must co-operate to mitigate the bombardment that eyewitnesses face when they have UGC that news organisations wish to use." What is this bombardment and how are organisations trying to cut down on it? Is there a way forward? (20 MARKS)

**Question 5**

"Fine-tune your ability to size people up." How do you rate this piece of advice to broadcast journalists using social media as a primary source for news in a conflict situation? What other advice would you give to reporters trying to source news from a distance? (20 MARKS)

**Question 6**

What advice would you give to a budding broadcast reporter wanting to produce podcasts as a way of kickstarting his or her career? Illustrate your answer by mentioning podcasts - particularly local ones - that you think have been successful. (20 MARKS)

**END OF EXAM**