

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

BROADCAST JOURNALISM II (IJM 2114)

JULY 2010 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3HRS

INSTRUCTIONS TO CANDIDATES

- i) Section A is **compulsory**.
- ii) Answer any **three** questions in Section B.
- iii) Poor spelling and grammar will be penalised.

SECTION A

Question 1

You are a producer and you have been presented with a task to work on a low budget soap opera that is based on a story line of love, hate, passion, and greed. It involves three 'rich and famous' families and various lower class subjects who deal with them. Events are to mainly transpire in their offices, homes and hotels.

- a) Bearing in mind that it is a low budget soap opera, which production style would be advisable between location shooting and studio shooting and why? **[25 Marks]**
- b) Critique the editing advantages and disadvantages offered by these two production styles. **[15 Marks]**

TOTAL: **[40 MARKS]**

SECTION B

Question 2

TV is heavily reliant on light and lighting techniques. In a clearly detailed presentation explore the purposes of light and the techniques of lighting in TV production.

[20 Marks]

Question 3

Discuss the writing conventions that guide broadcast journalism. Give specific examples from television news.

[20 Marks]

Question 4

With the aid of concrete examples, compare and contrast the programming and operational motives of commercial and public television stations. To what extent has the Zimbabwe Broadcasting Corporation been fulfilling its mandate as a public broadcaster?

[20 Marks]

Question 5

“The successful package of news calls for aptitude ...it demands conspicuous planning and organisation...” (Yorke, I: 1995; 132). Discuss how a news bulletin is packaged, who is who in news production and conventions in news.

[20 Marks]

Question 6

To the average viewer, television appears to be so real and yet this medium is no more than just an illusion of reality. Do you agree with this statement? Give examples.

[20 Marks]