

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
RADIO JOURNALISM (IJM 2203)
JULY 2005 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Start each question on a new page.
3. Poor spelling and grammar will be penalised.

Question 1

You are a station manager of a commercial radio station which broadcasts many different advertisements. Should the number of exposures and/or the lengths of such adverts be controlled? Should there be limit to the total amount of advertising material per hour of air time?

[25 marks]

Question 2

Comment on the use of feedback on a local station during a live programme on a topical political subject. Feedback to mean e-mail, telephone text messages and live phone calls.

[25 marks]

Question 3

You are seeking short radio interviews (as a hard and belligerent interviewer) on a controversial employment issue. You are visiting people's homes at random with your recording machine and pushing them to give comment. Many will decline to talk to you. Does this effort of yours constitute an infringement of reasonable human rights?

[25 marks]

Question 4

Mistakes will occur in broadcasting. During a live programme, you are talking to a rather pompous industrialist, and laugh outright at something he has just said, which he had thought very serious. He takes offence and complains to studio management. The Managing Director wants to dismiss you immediately. Is this reasonable or it is over reacting?

[25 marks]

Question 5

Write a three minute news item on an imaginary visit of a foreign African head of state to our country, and what would be considered the possible effects of his visit on future trade relations between the two countries.

[25 marks]

Question 6

Child abuse is rampant the world over. How do you see radio programmes playing a part in reducing this abuse and thereby improving the situation?

[25 marks]