

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

RADIO JOURNALISM: (IJM 2203)

MAY 2006 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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

Question 1

- a) A new washing detergent has just been launched. It is locally made from imported ingredients. Complaints are being made about severe skin irritations suffered by people using the detergent. This particularly applies to rashes from garments apparently worn close to the skin. You are required to arrange a three minute news interview about this product and its alleged unpleasant effects. Identify **the person** you would want to interview, and list the questions that you would ask. **[15 marks]**
- b) Discuss the techniques used by radio journalists to make their news stories sound conventional. **[10 marks]**
- TOTAL: [25 marks]**

Question 2

You are a radio station manager, wanting to employ a new programme manager. What specific qualities would you look for in an applicant for the job? **[25 marks]**

Question 3

Your station has decided to produce a feature programme from the opening session of a major scientific conference on tree conservation. A list of events is as follows:

- 0830 Opening remarks, Chairman (Head of Forestry Commission).
- 0845 Lecture: Indigenous trees; Prof. of Arboreal Research, Cape Town.
- 0915 Lecture: State of Forests in South America; Pro. Santos, Peru.
- 0945 Opening discussion
- 1015 Coffee break
- 1100 Film: Growth rate of different species in different countries
- 1200 Lecture: Cross breeding of trees; local expert.

You are to record and produce the feature of 29 minutes length for broadcast later that evening. Show how you would plan this programme with details of recordings, reports, interviews, research needed, preparations and timings. **[25 marks]**

Question 4

How would you arrange the financing of a new radio station, planned to be commercial, and to provide a full variety of programme material? Give the possible sources of finance, and the sources of programme material. [25 marks]

Question 5

What factors should influence the type and style of radio programming of a small city based radio station? How would you expect to gain opinion on the suitability of your selected programme mix? [25 marks]

Question 6

What do you consider to be the most important technical innovation in radio in the last ten years? Bearing in mind modern equipment and technique, how do you rate the future of radio stations in Africa generally? [25 marks]