

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

BROADCAST ELECTIVE: (IJM 2206)

MAY 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer **four** questions: Section A is **compulsory**.
- (ii) Answer **three** questions from Section B.
- (iii) Start each answer on a new page
- (iv) You will be penalised for poor spelling and grammar.

SECTION A: ANSWER THIS QUESTION

Question 1

“The conversion of a script into film and television is an immensely difficult task because the material of a script is language; rich in connotations, and the raw material of film and television is the visual image, far too richly denotative to capture the connotations of a script”.

Discuss this statement, showing how film and television strive to overcome this difficulty.

[40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

There are various ways of scripting for television broadcasting, but generally scripts should have standard information required in the production process. With reference to at least two types of television broadcast script formats, discuss this statement.

[20 marks]

Question 3

“Even though the television broadcast presenter must strictly observe the rule about how stories are written, these rules should contribute to, and not prevent, an accurate account of an event”.

- (a) With the aid of examples, briefly explain the role of a presenter in creating impact in television production.

[10 marks]

- (b) Outline and explain performance rules that ought to be observed by a beginner brought in to present on camera.

[10 marks]

Question 4

With the aid of examples, explain the following script terms and abbreviations commonly used in film and television production:

- | | |
|--------------------------|-----------|
| (i) MSL | [2 marks] |
| (ii) WS | [2 marks] |
| (iii) EXT | [2 marks] |
| (iv) ECU | [2 marks] |
| (v) MS | [2 marks] |
| (vi) Dolly | [2 marks] |
| (vii) Tail away shot | [2 marks] |
| (viii) Establishing shot | [2 marks] |
| (ix) Fade in | [2 marks] |
| (x) Dissolve | [2 marks] |

TOTAL: [20 marks]

Question 5

Using your class broadcast practical project, critically examine the challenges faced by television programme producers in coming up with an ‘influential’ programme.

[20 marks]

Question 6

With aid of examples, examine the importance of scripts in film and television production.

[20 marks]