NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BROADCAST ELECTIVE: (IJM 2206)
AUGUST 2004 SUPPLEMENTARY 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: COMPULSORY

Question 1

"In order to write a scenario suitable for film, one must know the methods by which he spectator can be influenced from the screen." Critically assess how semiology as an analytical approach to the study of film and television can assist the scriptwriter, producer and director in creating influential meaning for the viewer.

[40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

With the aid of clearly written examples, explain the difference between a masterscript and a shooting script in television production.

[20 marks]

Question 3

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

[20 marks]

Question 4

"Dressing up a young reporter with a trench coat and a stick microphone does not disguise a disagreeable manner, a repellent appearance, incoherent diction or personality by-pass."

With reference to this statement, outline the personality qualities you would highlight to a professional beginner brought in to present on camera.

[20 marks]

Question 5

Using your class bradcast practical project, critically examine the challenges faced by television programme producers in creating 'influential' programmes.

[20 marks]

Question 6

"If a scriptwriter has an understanding or, at least an awareness, of how the audience may be influenced by the 'visio-linguistic' language used in film and television production, he may create moments, shots and scenes that are highly communicative." Discuss the truthfulness of this statement with reference to specific examples.

[20 marks]

END OF PAPER