

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BROADCAST ELECTIVE: (IJM 2206)
JULY 2005 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer four questions: Section A is Compulsory.
2. Answer three questions from section B.
3. Start each answer on a new page.
4. You will be penalised for poor spelling and grammar.

SECTION A: ANSWER THIS QUESTION

Question 1

“In order to write a scenario suitable for film, one must know the methods by which the spectator can be influenced from the screen.” Critically assess the analytical approaches to the study of film and television which can assist the scriptwriter, producer and director in creating influential meaning for the viewer. **[40 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

- a) With the aid of clearly written examples, explain the difference between a masterscript and a shooting script in television production. **[10 marks]**
- b) What is a storyboard? What is its importance to the producer and the director? **[10 marks]**

TOTAL: [20 marks]

Question 3

“Writing for broadcasting is similar in many ways to writing for the print media, but there are some important differences. Those differences concern the characteristics of writing, story structure and the style with which the information is presented”. Discuss.

[20 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

An understanding/awareness of how an audience may be influenced by the “technological tools” used in Film/Television production is critical. Discuss this statement with a view to show how a Film/Television Programme Director endeavours to create meaning for the audience.

[20 marks]

Question 6

“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.”

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

[10 marks]

- b) Excluding information given to [a] above outline and explain the performance rules that ought to be observed by Television presenters.

[10 marks]