

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BROADCAST ELECTIVE: (IJM 2206)
JULY 2006 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Section A is **compulsory**.
2. Answer **three** questions from Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

With particular reference to one film or television programme of your choice, discuss how an understanding of semiology/semiotics is critical for understanding the diverse communication elements of motion picture. **[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

Examine the importance of scripts in film and television production. **[20 marks]**

Question 4

Outline the personality qualities you would highlight to a professional beginner brought in to present on camera. **[20 marks]**

Question 5

Using your class broadcast 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]