



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF ARTS IN COMMUNICATION AND MEDIA STUDIES (CITY CAMPUS)

ACM 813: BROADCAST MEDIA PRODUCTION

Date: 2nd August, 2013

Time: 2.00 – 5.00 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

MASTER OF ARTS IN MEDIA AND COMMUNICATIONS STUDIES

ACM 813: BROADCAST MEDIA PRODUCTION

END-OF-SEMESTER EXAMINATION

Date: August, 2013

Time: Three Hours

ANSWER THREE QUESTIONS. QUESTION 1 (ONE) IS COMPULSORY

1. Using the newspaper copy provided, select 15 stories and make a **running order** (headlines only) for tomorrow's early morning television news bulletin paying attention to the principles of broadcast news presentation.

(30 marks)

2. With examples, distinguish between these **broadcast media concepts** as paired below.
 - i. Institutional broadcasting and commercial broadcasting
 - ii. Community based broadcasting and community broadcasting
 - iii. Public service broadcasting and State broadcasting

(15 marks)

3. Do you support the assertion that: "For most media users and consumers in Africa, **the radio** will remain the medium of choice for a long time to come".

(15 marks)

4. What do you understand by the following terms as they apply in **television broadcasting**?
 - a. Back-announcing *(3 marks)*
 - b. Stand-ups *(3 marks)*
 - c. Autocue *(3 marks)*
 - d. Actuality *(3 marks)*
 - e. Overdubbing *(3 marks)*

5. a) Outline to specific steps in the **pre-production** stage of a radio programme production *(9 marks)*
b) The quality of a broadcast programme depends largely on its producer. Outline some of the requisite qualities and skills for a good **radio producer**? *(6 marks)*