UNIVERSITY OF FORT HARE

CMA 122: INTRODUCTION TO MEDIA PRODUCTION

SUPPLEMENTARY EXAMINATION PAPER

January/February 2019

Time: 3 Hours
Subject: Communication
Paper: Introduction to media production
Marks: 100

This paper consists of 2 pages including the cover page

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INSTRUCTIONS

1 Answer all questions
2. It is in your best interest to write clearly and legibly.
3. Rely on relevant case law and statutory provisions.
SUPPLEMENTARY EXAM
NOVEMBER 2018
COURSE: MEDIA PRODUCTION SKILLS
MARKS: 100
INSTRUCTIONS: ANSWER ALL QUESTIONS

QUESTION 1

1. Define the following radio terms [15]
   - Podcast
   - Format clock
   - Public Service Announcements
   - Throw-back
   - Production element

2. Refer to the below examples and explain which do you think would make a more interesting story, support your answer. [5]
   a. A girl going to primary school, to high school and to University?
   b. A man aged 25 marrying a girl aged 20 or a man aged 55 marrying a girl aged 15?
   c. A car killing a chicken or a pig or a child?

3. Define “NEWS” and explain in detail the criteria by which news are judged [30]

4. Explain the functions of the following players in a radio station[15]

5. In detail explain the functions of the ICASA [15]

6. Elaborate on the objectives of the SABC [10]

7. Explain the role and function of BCCSA [10]

THE END!