

UNIVERSITY OF FORT HARE
CMS. 210: RADIO & TELEVISION PRODUCTION
DEGREE EXAMINATION
JUNE 2025

Time: 3 Hours
Subject: Communication
Paper: Radio & Television Production
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners

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Instruction

Answer ALL questions.

CMS 210 (RADIO & TELEVISION BROADCASTING) 2025 JUNE EXAM

INSTRUCTION: ANSWER ALL QUESTIONS TOTAL: 100 Marks

QUESTION 1

The production of a radio programme typically follows a structured process divided into three main stages. Discuss the stages of a successful radio programme production (20 Marks)

QUESTION 2

A strategic communication process tends to focus on building and maintaining mutual relationships between an organization and media professional. Discuss media relations and its significance (20 Marks)

QUESTION 3

Briefly discuss the following concepts (a) Audience coverage (b) Media brief (c) Script supervisor (d) The signifier and the signified (e) Production designer (20 Marks)

QUESTION 4

Achieving a successful radio programme requires some creative skills. Discuss the qualities of a good radio producer (20 Marks)

QUESTION 5

Discuss the significance of semiotics in media production (10 Marks)

QUESTION 6

Discuss the significance of the traditional channels of communication in the media age (10 Marks)