

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**THIRD YEAR RESIT/SPECIAL EXAMINATION FOR THE DEGREE IN BACHELOR
OF INFORMATION SCIENCE & LIBRARY STUDIES**

BSIS 361: RADIO & TV PRODUCTION

STREAMS:

TIME: 2

HOURS

DAY/DATE: WEDNESDAY 18/11/2020

8.30 A.M - 10.30 A.M.

INSTRUCTIONS

1. Answer three questions.
2. Question One is Compulsory.

SECTION A (30 MARKS)

Question 1

- a) Broadcasting serves three broad purposes: to inform, educate and entertain. However, broadcast stations such as radio and TV perform other functions. List and describe them. (15 marks)
- b) Radio and television programmes can be broadly classified into news and non-news programmes. Explain. (15 marks)

SECTION B

Question 2

Television is a popular and powerful medium which plays a central role in the multimedia environment in the present day world. Explain this claim. (20 marks)

Question 3

Radio has challenged the traditional forms of communication. Critically evaluate why both people and advertisers prefer radio as a favourite medium.

Question 4

Analyze the influence of the internet and new communication technology on radio as a mass medium. (20 marks)

Question 5

Most entertainment audiences on radio and television are exposed occasionally to obscenity and sexual innuendo. Discuss five guidelines that should govern nudity in electronic media. (20 marks)

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