

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM & MASS COMMUNICATION

DJMC 0226: STUDIO PROCEDURES I (RADIO)

STREAMS: DJMC (Y2S1)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/07/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Three questions
- Question one is compulsory
- Write legibly
- Exam cheating is a serious offense

SECTION A: 30 MARKS

1. A) Basically, broadcasting serve three broad purposes; to inform, educate and entertain the audience. However, broadcast stations such as radio perform other functions. List and analyze five (5) other functions of radio. (10 marks)
b) Do you agree or disagree with the premise that radio is the most important mass communication tool used for civic education toward democratization in less industrialized countries? Argue for or Against. (20 marks)

SECTION B: 40 MARKS)

2. Radio programmes require meticulous preparation as piece of equipment must be in place and the dialogue must be well thought out. Examine this statement. (20 marks)

3. Radio news is often criticized for being too shallow. How accurately is the society at large reflected in newscasts that consistently contain a high proportion of crime stories? Discuss. (20 marks)

 4. In a radio bulletin, the direct quote from a source is in the form of a sound bite or an insert. Demonstrate the importance of using news makers' voices in radio broadcasts. (20 marks)

 5. Most entertainment audiences on radio during breakfast shows are exposed occasionally to obscenity and sexual innuendos. Analyze five (5) guidelines that should govern sex-talk in electronic media. (20 marks)
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