

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD
OF DIPLOMA IN HOUNALISM AND MASS COMMUNICATION

DJMC 0226: STUDIO PROCEDURES I (RADIO)

STREAMS: DJMC Y2S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 21/09/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

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

SECTION A (30 MARKS)

1. a) Describe five radio production elements. (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. Music is the main stay in radio, there is no radio without music. Justify this belief. (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 politics and celebrity stories? Discuss. (20 marks)

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

(20

marks)

5. Radio has challenged other traditional forms of communication. Today, both people and advertisers prefer radio as a favourite medium. Evaluate this statement. (20 marks)

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