

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF INFORMATION
SCIENCE & LIBRARY STUDIES**

BSIS 361: RADIO AND TV PRODUCTION

STREAMS: BSIS

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

2.30 P.M. –4.30 P.M.

INSTRUCTIONS

- 1) Answer three questions
- 2) Question one is compulsory
- 3) Write legibly
- 4) Exam cheating is a serious offense

SECTION A: 30 MARKS

1. (a). 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. (10 marks).
- (b). 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 by writing a news script of an event that you recently covered of 70 words. (20 marks).

SECTION A: 40 MARKS

2. Recent studies in the US show modern society is image-obsessed; from the very beginning, the advantage of radio has been its ability to boost the imagination via the content being broadcast thus adding visuals to radio would make it just like TV. Can radio maintain its individuality by not following suit. Discuss. (20 marks).

BSIS 361

3. The increased use of digital filming has changed the work of many camera operators. Many prefer using digital cameras because these instruments give them more perspectives. Digital cameras have also changed the job of some camera assistants. Investigate this statement.
(20 marks)

 4. Cinematography is all about the art of visual storytelling. Aside from skillfully operating a camera and setting up the lighting for every scene, it involves controlling what the viewer sees and how the image is presented to them. Analyze this statement. (20 marks)

 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. (20marks)
-