

PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
END OF SEMESTER EXAMINATION
DCM 108 – TELEVISION PRODUCTION

DATE:

TIME: 2 HOURS

Instructor: Isaac Oyuga

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 (COMPULSORY) AND ANY OTHER 2**
 - 2. BE ORGANIZED AND NEAT**
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QUESTION ONE - COMPULSORY (20 Marks)

As a producer for PAC TV, you have been tasked to cover the PAC University Online Graduation Ceremony to be live-streamed on Hope TV, Facebook and other social media sites. Based on this assignment, respond to the following questions.

- i. Explain any two TV programme formats that the task aligns to. **(5mks)**
- ii. Justify how the assignment relates to any two characteristics of television as a medium? **(5mks)**
- iii. Explain your video signal flow connections. **(5mks)**
- iv. Discuss how you can apply the concept of media convergence for the success of the task. **(5mks)**

QUESTION TWO (10 Marks)

Mobile journalism is fast growing in Kenya and it uses mobile phones to produce stories. Evaluate its advantages and disadvantages in relation to the three stages of production.

QUESTION THREE (10 Marks)

You have been given a responsibility to produce a TV feature on the impact of the Covid 19 pandemic on education in Kenya. Describe each of the following concepts and how you will apply them in your feature story.

- i. Teleprompter/Autocue **(2mks)**
- ii. Shooting on the shadow side **(2mks)**
- iii. Three-point lighting **(2mks)**
- iv. Piece-to-camera **(2mks)**
- v. Script Writing **(2mks)**

QUESTION FOUR (10 Marks)

After visiting a TV Station earlier in the semester, you should be able to appreciate the functions of various departments and sections of a Television Station. Using appropriate examples, evaluate the impact of Covid 19 on any **two** TV Production Departments/Sections in Kenyan Media Houses.