



PAN AFRICA CHRISTIAN UNIVERSITY

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: JMS203

COURSE TITLE: INTRODUCTION TO ELECTRONIC MEDIA

Section A is Compulsory. Attempt any other three Questions in Section B

SECTION A

1. For each of the following broadcast media typologies, discuss two factors influencing their broadcast content:
 - i) Community media (2.5marks)
 - ii) Private media (2.5marks)
 - iii) Public service media (2.5marks)
 - iv) State-controlled media (2.5marks)

SECTION B

2. Discuss with relevant examples from a media station of your choice the **FIVE** elements that are utilized when programming. (10marks)
3. Format selection in a radio station is likely to be influenced by a number of factors. Explain **FIVE** factors that will influence your choice of content. (10marks)
4. Describe any **FIVE** basic writing principles you should have in mind when writing for radio and television (10marks)
5. Distinguish each of the following set of formats as used in broadcast media:
 - i) Commentary and report (2marks)
 - ii) Documentary and feature (2marks)
 - iii) Vox pop and interview (2marks)
 - iv) Commercial and Public Service Announcement (PSA) (2marks)
 - v) News and magazine (2marks)