

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

Question 1

For each of the following broadcast media typologies, use one relevant example to discuss factors influencing their broadcast content:

- | | | |
|------|------------------------|-------------|
| i) | Community media | [2.5 marks] |
| ii) | Private media | [2.5 marks] |
| iii) | Public service media | [2.5 marks] |
| iv) | State-controlled media | [2.5 marks] |

SECTION B: Attempt any other three Questions

Question 2

As an electronic media personnel describe any **FIVE** basic writing principles you should have in mind when writing for radio and television. [10 marks]

Question 3

Information Communication Technologies have revolutionized how the media operates. This revolution has seen many debates emerge due to the unprecedented effect of the internet with scholars arguing that the new technologies have not invented anything new but have led to a convergence of the traditional media. Evaluate the impact of information communication technologies on electronic media in Africa. [10 marks]

Question 4

Format selection in a radio station is likely to be influenced by a number of factors. Explain **FIVE** factors that will influence the choice of content for the radio news format. [10 marks]

Question 5

Broadcasters need to be mindful of ethical principles and regulations while covering certain types of content. Justify any **FIVE** ethical guidelines for broadcast journalists. [10 marks]