



CENTRAL UNIVERSITY

RESITEXAMINATION: AUGUST 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

COMM 207: Introduction to Broadcast Journalism

TIME ALLOWED: 1 ½ HOURS

LEVEL 200

INSTRUCTIONS:

ANSWER ANY TWO (2) QUESTIONS IN THE ANSWER BOOKLET.

DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE INVIGILATOR.

LECTURER: Lawrence A. Asafo-Agyei

1. The politician is a rich source of news, but not the only source. With relevant examples, describe any five sources of news.

2. In the first quarter of 2017, a military officer was brutally murdered in Ghana and it immediately made headlines across the country. It turned out that the deceased was related to a former President of Ghana. For several weeks, the media carried this story as it was also linked to illegal mining. Explain any five elements that news editors might have considered in deciding that this story was worth broadcasting.

3. With relevant examples, briefly explain the following:
 - a. Attribution
 - b. On the record
 - c. On background
 - d. Deep background
 - e. Off the record

4. Explain any five of the following with relevant examples:
 - a. News angle
 - b. Copytasting
 - c. Wrap around
 - d. Soundbite
 - e. Hard news
 - f. Soft news

END OF PAPER