END OF FIRST SEMESTER EXAMINATION: 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

COMM 207: INTRODUCTION TO BROADCAST JOURNALISM

TIME ALLOWED: **TWO HOURS**

LEVEL: 200

INSTRUCTIONS:

ANSWER QUESTION ONE (1) AND ANY TWO (2) OTHERS IN THE ANSWER BOOKLET

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

Central Radio is a community radio station at Prampram. The stories below were taken from its 0900 hours GMT news broadcast.

i. Third cholera death recorded at Dawhenya.

ii. Traffic to ease at community 25 with the construction of a six-lane dual carriage.

iii. Shea butter price soars as at Ningo.

iv. Ghana black stars qualify for the next world cup with a win over Morocco.

v. Two armed robbers arrested at Dawhenya.

vi. Korle-bu teaching hospital takes delivery of three new CT scans.

vii. Six month old baby drowns at Prampram beach.

viii. Two charged with internet fraud.

ix. Banky-W to build a hospital complex at Prampram.

x. Young entrepreneurs advised to develop sound business plans.

xi. Central University takes delivery of twenty wheelchairs.

xii. Missing judge in bribery case spotted in Abidjan.

xiii. Works begins on Tema motorway interchange.

xiv. Renovation of Tamale sports complex completed.

xv. Cat arrested at Kasoa for stealing diamond.

1. A) Identify five (5) possible news types and group the above stories under them by recording the number of the story as in the example below: Stories that do not fit under any apparent category should be grouped under 'others.'

Example:

i. The price of Brent crude is set to pass the 100 dollar mark for the first time in 3 years.

ii. UFO sighted at Prampram.

iii. Akufo Addo appoints ten more ministers.

iv. TUC cautions government against further sale of state owned enterprises.

v. Shoprite runs out of beer as Christmas shoppers take advantage of end of year sales.

vi. One-armed female Central University student completes bicycle ride from Tamale to Miotso

News Type	Politics	Business	Seasonal	Pressure group	Human Interest	Others
Number	iii	i	v	iv	vi	ii

B) Briefly describe the categories you used and justify why the different stories were assigned to the different categories.

C) Drawing examples from the above stories, explain any three elements that you think *Central Radio* considers in selecting news stories for broadcast **(40 Marks)**.

2. Freelancers may make significant contributions to the news of a media organization **(30 Marks)**.

A. Describe who a freelancer is.

B. Discus **two (2)** advantages and **two (2)** disadvantages of obtaining news material from a freelancer with an example in each case.

3. Explain, in some detail, how the following might contribute to a news story **(30 Marks)**.

    i.   Reporters,

    ii.   Tipsters,

    iii.   Pressure groups,

    iv.   Wire services,

    v.   Other media organization.

    vi.   Emergency services

4. A. Explain the term attribution in news writing.

B. Discuss the **four (4)** types of attribution **(30 Marks)**.

5. Explain any **six (6)** of the following: **(30 Marks)**.

    i.   ENG,

ii.   VO ,

iii.   Ptc,

iv.   Wrap around,

v.   OSS,

vi.   Vox populi,

vii.   WHAT.