

CENTRAL UNIVERSITY



**FACULTY OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES**

END OF FIRST SEMESTER EXAMINATION – 2023/2023

COMM 207: INTRODUCTION TO BROADCAST

LEVEL 200

MORNING

FEBRUARY 15, 2023

DURATION: 2 HOURS

STUDENT ID No.....

INSTRUCTIONS:

- i. **Answer All Questions in Section A and Three Questions from Section B**
- ii. **All Answers must be provided on the answer sheet**

Do not turn over this page until you have been told to do so by the invigilator.

Course Lecturer: Etonam Komla Buami

SECTION A - ANSWER ALL QUESTIONS - 30 MARKS

- a. Write a radio news copy from the statement below:

GFA Statement on Ghana's Exit from World Cup

The Ghana Football Association is extremely grateful to the government, the Ghanaian people, the football family, corporate Ghana, our esteemed sponsors and supporters for their unflinching, unwavering and unalloyed support during the Black Stars FIFA World Cup Qatar 2022 campaign.

We regret our inability to progress to the knockout phase of the competition and offer our profound apologies to the government, the people of Ghana and all stakeholders across the globe.

We believe that valuable lessons have been learnt from our qualification and participation in the tournament and aim to continue with the positives going into the future.

The Ghana Football Association would in due course inform all stakeholders about any further developments concerning the Black Stars."

GFA COMMUNICATIONS

- b. Name one person and one group you will interview to further develop this story.
- c. State two questions you would ask the individual.
- d. State two questions you would ask the group.
- e. Make a list of three other things you would like to include in your report

*Coach
GFA*

SECTION B

ANSWER ONLY THREE (3) QUESTIONS FROM THIS SECTION ~ 10 MARKS EACH

1. State and explain three main types of broadcast interviews.
2. State and explain five (5) characteristics of a broadcast journalist
3. Explain three (3) reasons why a broadcast journalist should record an interview.
4. Explain five (5) characteristics of radio as a medium.
5. What must a broadcast journalists take into consideration when writing for the ear?