



CENTRAL UNIVERSITY

END OF SECOND SEMESTER EXAMINATION 2017/2018

DEPARTMENT OF COMMUNICATION STUDIES

COMM 308: Advanced Broadcast Journalism

TIME ALLOWED: 3 HOURS

LEVEL 300

INSTRUCTIONS:

ANSWER QUESTION ONE (1) AND ANY TWO (2) OTHERS.

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

Examiner: Lawrence A. Asafo-Agyei

1. PRESS RELEASE ON CONFIRMED LASSA FEVER CASE IN GHANA

Ghana has confirmed a case of Lassa Fever (LF) in the Tema Metropolis, Greater Accra Region. A twenty six-year old man was rushed to the Tema General Hospital (TGH) with general body weakness, severe headache, joint pains, profuse vomiting of blood with clots. The symptoms started yesterday. He vomited blood with clots on admission.

The patient had come from Kintampo North District a few weeks ago to Tema. Within a three-week period, he also travelled to Eastern, Volta and the Brong-Ahafo Regions. He was suddenly taken ill on and he reported to Tema General Hospital on the next day after the symptoms had worsened and was admitted. The patient was seen at the Emergency Unit of the hospital and resuscitation and further investigations were started.

Blood sample was taken and sent to Noguchi Memorial Institute for Medical Research (NMIMR) for laboratory investigation and confirmed Lassa Fever. The patient was managed in the isolation unit and was later moved to the Infectious Disease Centre (IDC) at Tema General Hospital. Patient's condition improved for a while and started deteriorating. Unfortunately, he died at the early hours of today.

Actions Taken by the Ghana Health Service/Ministry of Health

- Safe and dignifying burial has been done under supervision and support of trained professionals.
- Enhanced surveillance including Points of Entry (POEs) Surveillance with screening at the respective POEs
- Contact tracing and follow up process have been initiated
- Regional and districts health facilities have been informed about the outbreak
- Media sensitization and public education started about 2 weeks ago and is still ongoing, following the alert from the outbreak in Nigeria early this year.
- Sensitization of staff on Lassa Fever (Prevention, Case Management, Standard Precautionary Measures, Barrier Nursing) has been initiated and it is ongoing.
- Initiated process to mobilize and stockpile essential logistics such as drugs and Personal Protecting Equipment (PPE).

We appeal to the general public to adhere to actions towards prevention and protection against further spread of the disease as per information sheet on the disease attached.

Write a 30 second story from the above press release for broadcast on *Spread FM*'s six o'clock news. Take note of weak language control and correct identified errors in your copy except in situations of direct quotes. **(40 Marks)**

2. The interview is a powerful tool for gathering information for broadcast. Describe how any **five (5)** types of interviews shape the way information is collected. **(30 Marks)**

3. Discuss any **four (4)** ethical issues that you can identify in the movie *Night Crawler*. **(30 Marks)**

4. A) Explain the following: **(30 Marks)**
 - i. Frequency
 - ii. Amplitude
 - iii. Timbre
B) You recorded an interview and noticed disturbing pops during playback. Explain why this might have happened and discuss **two (2)** ways to prevent this in future.

5. A) Pre-fade is not even a fade. Explain what this statement means? **(30 Marks)**

B) Explain the following and show how you would use them in a sound project.
 - i. Fade in
 - ii. Fade out
 - iii. Cross fade

6. Your Editor has given you a wire copy to re-write for broadcast. Discuss how any **five (5)** of the Cs can help you to make it suitable for broadcast. **(30 Marks)**