



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

END OF SECOND SEMESTER EXAMINATIONS – 2021/22 ACADEMIC YEAR

LEVEL 300

BACS 318: BROADCAST PRODUCTION AND DIRECTING

June 2022

70 Marks

Time Allowed 2:00 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **Question 1** and any other **TWO (2)**.
- Present all answers in essay form.
- Marks will be awarded for clarity of expression of ideas and grammar

Write your index number on top of the question paper

Examiner: Collins Clancy Atta Poku

Question 1:

This semester the class decided on a semester project which saw pairing up with a partner to undertake a single camera shoot of an interview with a resource person of your choice and a theme of your choice. Describe as the director of this video shoot, how you went about the entire semester project.

30marks

Question 2

Briefly explain what a voice-over is?

5marks

Question 2b

As a voice over artiste, describe what goes on in your day and what it takes to make a good voice-over artiste.

15marks

Question 3

As the director of a broadcast production, you are often referred to as the conductor of an orchestra. Explain what this means in broadcast production and directing.

10marks

3b:

What goes into the planning for an outdoor broadcast as the director in a broadcasting house.

10marks

Question 4

There are many people usually found in a broadcast newsroom and they have varied roles and responsibilities. Explain the role and responsibilities of the following people in the broadcast newsroom:

- i. anchor
- ii. web master or social media manager
- iii. producer
- iv. broadcast technician
- v. news director

20marks