



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

END OF FIRST SEMESTER EXAMINATIONS – 2021/2022 ACADEMIC YEAR

LEVEL 300

BACS 321: BROADCAST PRODUCTION AND PRESENTATION

January 2022

70 Marks

Time Allowed 2:30 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer Question **1** and any other **TWO (2)** questions.
- 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 you were required to undertake a semester project, which saw you record a live audio or audiovisual broadcast program produced and presented by you with all the assistance required provided. Describe in very simple but fine detail what you did indicating the track you were in, the sign in and sign out language or tunes used. Your write up should cover the pre-production, production and post-production stages of your work.

30marks**Question 2:**

Describe what the program production process is and mention the three phases of production?

5marks**Question 2b:**

Briefly explain what these stages of production are, citing relevant examples to help your cause:

- i. Pre-production stage
- ii. Production stage
- iii. Post-production

stage

15marks**Question 3:**

You had the chance to visit the production unit and studios of Kessben Television during your practical sessions. You were taken to the CR and MCR of the television production unit of Kessben Television whilst on the tour of the place. Explain to the ordinary or average person what CR and MCR are, and what is done there in TV production.

20marks

Question 4:

Briefly describe the role of the following people in a television production room:

- i. Director
- ii. Editor
- iii.** Sound man/woman
- iv.** Anchor

20marks