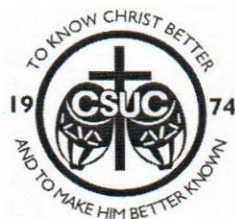


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CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2018/2019 Academic Year

Level 300

BACS: 342: INTRODUCTION TO BROADCAST WRITING

May, 2019

[70 marks]

Time: 2 hrs 30 mins.

INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**
- Answer question ONE; and two others.
- Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper

Examiner: Eric Boadi

1. Read the following passage carefully and answer the questions below.

Pastor Eric Ossei Yeboah, Bantama District Pastor of the Seventh-Day-Adventist (SDA) Church in Kumasi, has cautioned Ghanaians against the obsession for material wealth, saying it will only plunge the nation further into economic problems.

- a) Explain why the above passage is not a good broadcast copy. (20 marks)**
- b) Write a broadcast version of the passage. (10 marks)**

2. The following print news story is to be adopted for broadcasting. Write a LEAD-IN and a LEAD-OUT from the story. (20 marks)

Nana Addo Dankwa Akufo-Addo, the flagbearer of the opposition New Patriotic Party (NPP) lost control of himself, became momentarily still and quiet, and then shed tears in public when he visited the Engresi Hospital in the Eastern Region last Sunday, to console victims of the recent brutality that occurred during the Atiwa bye-election. The NPP flagbearer was accompanied by Hackman Owusu Agyeman and Bernice Beatrice Boateng, members of parliament (MPs) for New Juaben North and South respectively, Esther Gbeng Dapaah, MP for New Abirem, Mr. Yaw Osafo Maafo, former Finance Minister, and national and regional executives. It was a difficult moment for Nana Akuffo Addo to even talk to the victims on their sick beds, as he lost his usual composure, upon seeing the conditions and suffering the victims were going through. After wishing them speedy recovery, Nana Addo also promised to foot their medical bills. Two of the victims, Adu George, 38, and Seth Ampofo, 20, who had their skins peeled off, were in critical condition as at the time of the visit, whilst one Isaac Agyeman, 18, is reported to have been referred to the Koforidua Central Hospital. Speaking to the paper, the officer in charge of the male ward, Mr. Aaron Oduro, said 10 out of the 13 victims who sustained various degrees of injury had been treated and discharged. On his part, the elected Member of Parliament (MP) for the Atiwa constituency, Mr. Kwasi Amoako Atta, reiterated that the visit of the flagbearer buttresses the seriousness his party attached to the situation, and assured the residents and victims, of the party's readiness to support them in their sick beds. When asked what the next line of action the party was going to take on the matter, he responded, "The case has been reported to the police for investigation, so we are waiting for the outcome of investigation before taking any

Index number: _____ Signature: _____ Date: _____

action." He continued: "Even though the police are still investigating the case, we, as a party, will continue to put pressure on them to ensure the logical conclusion the matter."

3. Broadcast copy is meant to be conversational. Explain the demands of achieving the conversational style in broadcast copy writing. (20 marks)

4. Design a running order for a three-hour morning (current affairs) show on radio. You may choose your own week day and starting time. (20 marks)

5. Write the broadcast version of the following extract. (20 marks)

The Dutch government has granted 69 Ghanaians scholarships to study in The Netherlands in various disciplines.

42 of the candidates will be pursuing master's degree programs, in various disciplines such as Water Resource Management, Public Health, Rural development and Food Security, etc.

24 of the 69 students would also be pursuing short courses in Climate Change Management, Food Security, Urban management and development, etc. through the Netherlands Fellowship Programme (NFP).

A pre departure briefing for the 69 new students, who will be leaving to pursue their studies in the Netherlands in October, 2015 will be held at the Embassy of the Kingdom of the Netherlands on 13th August, 2015.

This is an annual event organized by the Netherlands Alumni Association in Ghana (NAAG) and the Embassy of the Kingdom of the Netherlands in Accra.

From 2011 to 2014, the Dutch government has spent in total GH¢26,000,000.00 on NUFFIC NFP scholarships for Ghanaian students.

The NFP is a scholarship programme of the Ministry of Foreign Affairs of the Netherlands for individuals and aims to help increase the supply of skilled labour in Ghana.

WISH YOU ALL THE BEST!!!