



CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR

LEVEL 300

BACS 318: BROADCAST PRODUCTION AND DIRECTING

May 2019

70 Marks

Time Allowed: 2 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **ALL** the questions in **Part 1** and any other **TWO (2)** questions in **Part 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

Part 1

Question 1:

This semester the class decided on a semester project which saw you pairing up with your team 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

Part 2

Question 1

Briefly explain what a voice-over is?

5marks

Question 1b

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 2

Define what an outdoor broadcast is and briefly explain the details that go into it.

5marks

Question 2b

As the director of a television broadcast house, explain in detail what factors you will consider when preparing to execute an outdoor broadcast.

15marks

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Question 3

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

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