(ML-26)

RADCRE

JUNE 2013 EXAMINATION

DATE: 14 JUNE 2013

TIME: 14H00 – 16H00 TOTAL: 100 MARKS

DURATION: 2 HOURS PASS MARK: 40%

RADIO BROADCASTING

THIS EXAMINATION PAPER CONSISTS OF 4 SECTIONS:

SECTION A: CONSISTS OF:
(i) 10 MULTIPLE-CHOICE QUESTIONS (10 MARKS)
(ii) 5 TRUE OR FALSE QUESTIONS (10 MARKS)
(iii) 10 MATCHING-STATEMENT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

SECTION B: CONSISTS OF 4 SHORT QUESTIONS

ANSWER ALL THE QUESTIONS (15 MARKS)

SECTION C: CONSISTS OF 4 LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS (35 MARKS)

SECTION D: CONSISTS OF 2 INTERPRETATIVE QUESTIONS

ANSWER ONE OF THE QUESTIONS (20 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.
(i) MULTIPLE-CHOICE QUESTIONS

Choose the correct option for each of the following. Write only the question number and your chosen answer. For instance, if you think that the correct answer for number 1 is (a), then write it as 1. (a).

1. Which of the following is not one of the 3Ps that assists in creating visibility for a community radio station?
   (a) programming
   (b) play-list
   (c) promotion
   (d) personality

2. Who is responsible for determining the 'sound' of a particular radio station?
   (a) announcer
   (b) music compiler
   (c) producer
   (d) audience

3. Which slot tends to have the highest number of listeners?
   (a) morning drive
   (b) midday
   (c) night time
   (d) overnight

4. Which of the following organisations regulates the issuing of radio station licences in South Africa?
   (a) SABC
   (b) ICASA
   (c) RAMS
   (d) RAAF

5. The purpose of a hot-clock is to:
   (a) deal with an hour's programming only.
   (b) be an auditory code.
   (c) provide a day's programming schedule.
   (d) tell the DJ when to clock out.
6. A play list is:
   (a) a full-spectrum DJ list.
   (b) a list of adverts that must be played by the DJ during the show.
   (c) a list of which DJ is on at what time.
   (d) a list of the music tracks that must be played by the DJ on the show.

7. White noise could be described as:
   (a) echoes.
   (b) background music.
   (c) static coming out of the radio.
   (d) a high pitched beep.

8. Research indicates that background music:
   (a) annoys people.
   (b) makes moods unstable.
   (c) creates interference.
   (d) has a soothing effect.

9. The term cultural refers to:
   (a) experiential conditions.
   (b) an experience unique to the individual.
   (c) our mood states.
   (d) the customs of the social group in which we grow up.

10. The word genre is:
    (a) a French word referring to a media watchdog.
    (b) a German word meaning human interest in media.
    (c) a French word describing the kind or style of something in the media.
    (d) an Italian word denoting media literacy in a medium.

(ii) TRUE OR FALSE QUESTIONS

Indicate whether the following statements are True or False. Motivate all your answers.

1. Most radio stations schedule their programmes in 15-minute segments.

2. There are two types of community radio station in South Africa.

3. Golden Oldies music can be called a call-back-the-past sound.

4. 'Dead air' is when a radio station announces the death of someone.

5. Medium is the plural of media.  
   [5 × 2 = 10]
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column B to the statements in Column A. Write down the answers only, for example 1. (a).

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. pitch</td>
<td>(a) rate of delivery</td>
</tr>
<tr>
<td>2. tempo</td>
<td>(b) breaking up of speech into recognisable words; sometimes referred to as diction or enunciation</td>
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<tr>
<td>3. voice quality</td>
<td>(c) successful programming which fulfils listener expectations that in turn are based on what the station has done in the past</td>
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<tr>
<td>4. pronunciation</td>
<td>(d) the actual material that makes up a radio programme</td>
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<tr>
<td>5. articulation</td>
<td>(e) includes range and inflection; can be either high or low</td>
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<tr>
<td>6. consistency</td>
<td>(f) the practice of coordinating the tempo of formats to complement the listeners’ activities</td>
</tr>
<tr>
<td>7. programming</td>
<td>(g) includes resonance, timbre and tone</td>
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<tr>
<td>8. content</td>
<td>(h) a diversity of programme genres such as news, sports, drama etc.</td>
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<tr>
<td>9. scheduling</td>
<td>(i) the way broadcasters select and arrange the various elements of radio such as music and speech</td>
</tr>
<tr>
<td>10. full spectrum</td>
<td>(j) concerned with accent or dialect</td>
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</tbody>
</table>
SECTION B: SHORT QUESTIONS

(15 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
List the three Ps that must effectively be used in order to ensure the visibility of a community radio station in its designated community. [3]

QUESTION 2
Name two of the four distinct auditory codes that are used in radio programming. [2]

QUESTION 3
Name the two significant ways in which radio, as a medium, was affected as a result of the introduction of television. [2 × 2 = 4]

QUESTION 4
(a) List the three distinct ways in which people experience the media. (3)
(b) Name the three kinds of media literacy. (3) [6] [15]
SECTION C: LONG ANSWER QUESTIONS (35 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
The role and function of a radio producer can be divided into three distinct aspects.

Name these and give a brief explanation of what each entails. [3 × 3 = 9]

QUESTION 2
Identify five differences between mainstream broadcasting and community radio. [5 × 2 = 10]

QUESTION 3
Briefly outline the differences between universal, cultural and individual experiences in the ways people experience the media. [10]

QUESTION 4
Media grammar literacy regards each medium as having its own 'language'.

Provide language examples of the following:

(a) print (2)
(b) radio (1)
(c) TV (3) [6] [35]
SECTION D: INTERPRETATIVE QUESTIONS

(20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

MetroFm and 5Fm are deemed to be two of the most successful radio stations in South Africa.

Name and explain ten factors in radio programming that result in success. \[10 \times 2 = 20\]

OR

QUESTION 2

(a) Identify five \emph{limitations} and five \emph{advantages} of using radio as a tool for education. (10)

(b) You are the producer of a young people's drive time chat show hosted by Double-D of Umhlobo Wenene Fm.

i. Give the show a title. (1)

ii. Explain how you would make Double-D's show different to Radio 702 or CapeTalk, which cater for older age groups. (3)

iii. Identify a phone-in topic for the day and give your reasons for choosing it. (2)

iv. Write a promo of 50 to 60 words that will attract listeners to Double-D's new drive time show. (4) [20]

[20]

Section A: 30 marks
Section B: 15 marks
Section C: 35 marks
Section D: 20 marks
TOTAL: 100 MARKS