



EXAMINATION: NOVEMBER 2018

COURSE:	JOURNALISM	TIME: 3 HRS
PAPER:	RADIO AND TV JOURNALISM	
SUBJECT CODE:	JNS 3BB2 / JNS 3B21	MARKS: 100
EXAMINERS:	N VAN DER MERWE G MOTSAATHEBE	
EXTERNAL:	T DE JAGER (MONASH)	

THIS PAPER CONSISTS OF TWO (2) PAGES
THIS PAPER CONSISTS OF SECTIONS A AND B
SECTION A: ANSWER ONE QUESTION
SECTION B: ANSWER ONE QUESTION

SECTION A: ANSWER ONE OF TWO QUESTIONS

QUESTION 1

In a recent editorial published on the *Daily Maverick* website, Dirk De Vos poses the following question: "If the SABC had not existed but a need for what we now call public broadcasting did exist, would we set up something like the SABC to deliver it?"

Critically reflect on this question taking into consideration the challenges faced by the SABC.

[50]

OR

QUESTION 2

"Twenty-plus years into the digital revolution, the radio industry is struggling to hold onto longtime listeners and advertisers while attempting to puzzle out how best to build out their digital offerings" (Ely, 2018).

Critically discuss the challenges faced by the radio broadcasting sector.

[50]

SUBTOTAL: 50

SECTION B: ANSWER ONE OF TWO QUESTIONS

QUESTION 3

“Television news as we know it, from evening bulletins to 24-hour news channels, increasingly serves the past, not the future, and television news producers have to experiment with new formats and forms of distribution if they wish to remain relevant” (Nielsen & Sambrook, 2016).

Critically discuss this statement paying particular attention to how television stations are trying to adapt to this changing environment.

[50]

OR

QUESTION 4

Although TV audiences are becoming increasingly fragmented, many people still cannot imagine a world without television.

Discuss the key features of television as a medium, paying particular attention to how it differs from other mediums of mass communication. In your answer also highlight its strengths and weaknesses.

[50]

SUBTOTAL: 50

TOTAL: [100]

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