



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FOURTH-YEAR/ *FIRST* SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES AND CREATIVE INDUSTRIES**

**COURSE CODE: CMJ 4101**

**COURSE TITLE: RADIO PRODUCTION PROCESS**

**DATE: 6 TH APRIL,2022**

**TIME: 0230-0430HRS**

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**INSTRUCTIONS TO CANDIDATES**

- 1. Answer section 1 and any two in section B**

## **Section 1**

i) Exemplify the following terms as used in sound effects

- Literal effects
- Non-literal effects

**(5 marks)**

ii) Explain the following terms and their usage in radio;

- Layering
- ambient sound
- music for radio.

**(5 marks)**

iii) Writing for the ear is very different from writing for the eye. State and explain the set of rules that must be followed if the broadcast is to be effective. **(5 marks)**

iv) In your own opinion what is the future of radio

**(5 marks)**

v) Explain the history of radio from its inception to what we have today

**(10 marks)**

## **Section 2**

i) There is a stereotypical radio presenter's voice that some adapt because they feel it's the way radio presenters should sound and the more they try to achieve it the quicker they lose their voice. To avoid losing yourself in the quest of becoming someone else explain the techniques you need to embrace to ensure you bring out the best of your voice for radio. **(20 marks)**

ii) Writing for news radio broadcasts can be difficult, particularly since many writers are accustomed to authoring stories for print. But writing for the ear is very different from writing for the eye. And writing for radio follows a distinct set of rules that must be followed if the broadcast is to be effective and professional. State and explain what is required of you when writing for the ear. **(20 marks)**

iii) Radio Theater tells a story by carefully mixing sounds both verbal and non-verbal, audio effects, and music. For this to happen some elements have to come to play. Explain these elements.

**(20 marks)**

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