

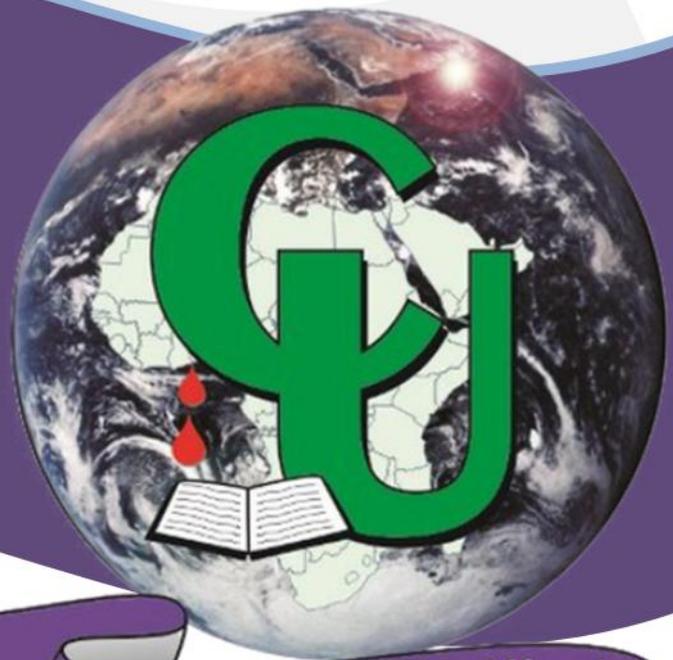
COVENANT UNIVERSITY

TUTORIAL KIT

PROGRAMME: MASS. COMM

ALPHA SEMESTER

200 LEVEL



Raising A New Generation Of Leaders

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MAC211: EDITORIAL WRITING

CONTRIBUTORS: PROF SOBOWALE AND DR OKORIE

MAC 211: EDITORIAL WRITING

1. What is an editorial comment?
2. What are the merits and demerits of an editorial?
3. What are the characteristics of an editorial?
4. What are the advantages of an editorial/
5. How do editorials differ from other genres of writing?
6. What are the different purposes of an editorial?
7. What are the two types of an editorial?
8. What are the qualities of an editorial?
9. What are the qualities of an editorial writer?
10. What are the functions of an editorial cartoon?
11. What are the necessary steps for writing an editorial?
12. Discuss the treatment of a letter to the editor?
13. What are the factors that affect an editorial?
14. Why is editorial orientation and policy important?
15. What is the major function of editorial conferencing?

MAC212: INTRODUCTION TO RESEARCH METHODS

CONTRIBUTORS: PROF. SOBOWALE AND DR OKORIE

1. What are the elements of research?
2. What are the characteristics of research?
3. Discuss the process of research
4. What constitute a research question?
5. What is the major difference between a concept, construct and variable?
6. What is the relationship between a theory and research
7. What are the different aspects of a survey?
8. Discuss the different types of questions used in a questionnaire?
9. What is the pattern and structure of a questionnaire
10. When and how is content analysis used in media research?
11. Discuss the concept of trend analysis in survey research?
12. What is the major difference between probability and non-probability sampling?
13. What are the major types of probability and non-probability sampling?
14. What are the major considerations for selecting a research topic?
15. Discuss the two major forms of writing a statement of problem?

MAC214: SPECIALISED REPORTING 1

CONTRIBUTORS: PROF SOBOWALE AND DR OYESOMI

1. Discuss in full details what you have learnt in the field work and how it has helped you in the theoretical aspect of the course.
2. List and explain elements of news
3. Imagine you have just received information that the state security officials yesterday arrested a five-man gang of notorious armed robbers. Write a five-paragraph news story on the information giving details of what happened, what the state security officials said, what eye-witnesses said, etc.
4. Discuss at least five sources of foreign news.
5. List and explain the types of sports we have
6. Discuss any five tips on how to cover the sport beat.

7. What is an interview?
8. Identify twenty core newsroom terminologies and explain their meanings
9. Does the beat reporter necessarily have to be a specialist? Justify your position with robust argument
10. Identify ten rules of news writing and state reasons they should be retained even beyond this century
11. List the three types of reporting we have
12. List the eight techniques of interview
13. What is a sacred cow in newsroom terminology?
14. What is a slug in newsroom terminology?
15. Who is a specialised reporter?
16. Mention two part of speech a reporter should avoid using when writing a news story
17. What are the four parts of speech a reporter can use in news writing?
18. Who is a reporter?
19. Discuss two important qualities of a reporter?
20. Discuss two tips a specialised reporter must take note in the course of duty

ANSWERS TO MAC 214 TUTORIAL QUESTIONS

1. Students are expected to relate their experience in the field to what they are taught in the theory class. Students are expected to state how the practical aspect of the course has helped in the theory class.

2. ELEMENTS OF NEWS VALUES

While definitions of news vary, the main determinant of what can be considered as news is “INTEREST”. To be news, an account of an event must be of interest to the readers, listeners or viewers. Interest in a story is determined by the news values. The elements that determine news values may be subdivided into two groups:

1. Determinants
2. Components

DETERMINANTS

A determinant is a factor that sets the character of something, in this case, news. The determinants of news are:

- I. Timeliness
- II. Proximity / Geographic Location
- III. Prominence / Personality Involved

IV. Consequence / Impact / Significance

V. Human Interest

VI. Novelty

VII. Conflict

VIII. Necessity

I. Timeliness. Today's news may be stale tomorrow. Therefore, to attain that reader – viewer or listener interest or appeal, facts must be fresh. However, some issues of great impact are timeliness. So, the best time to tell an important story is as soon as it happens or as soon as possible.

II. Proximity / Geographic Location. Distance between the news item's place of origin and its place of publication determines its degree of reader – appeal and the limits of reader – interest. Usually, the nearer an individual is to the location of a news event, the more relevant it becomes for him/her. This is referred to as Geographic proximity

There are two types of proximity:

(a) Geographical Proximity- This has been described above.

(b) Proximity of Interest – An account of students' unrest in Kano will definitely interest students in Owerri than a businessman in Kano. This is referred to as Proximity of interest.

III. Prominence / Personality Involved. ALL men may be created equal, but some are more equal and more newsworthy than others. In fact, "names make news" goes a cliché. However, names don't always make news. Still, happenings that involve well-known people or institutions are likely to be interesting even if not very important.

IV. Consequence / Impact / Significance / Magnitude. How many people an event or idea affects and how seriously it affects them determine its importance as news, as well as the extent to which the information may be useful. Again, an item or event may give rise to thought not because of itself but because of its probable consequences – its significance.

V. Human Interest. Interest in human beings and events because they concern men and women in situations that might confront anyone else, is called human interest. In a general way, human-interest stories might be defined as those stories that arouse an emotion in the reader/ listener/ viewer and evoke emotional response.

VI. Novelty. This sounds like human interest but shows some differences. The unusual makes news. The bizarre makes news too. Remember, The-man-bite-dog principle. The principle applies here. The first flight to the moon was big news, so was Sandra Day O'Connor's appointment as the first woman Justice of the United States Supreme Court. The day a lady becomes the Vice President of the US it will be the biggest news around the globe. "Firsts," "Lasts," and "Only" have always been newsworthy. So also are stories of freak occurrences and scientific or pseudoscientific phenomena.

VII. Conflict. Nearly every story on each of our front pages is a report of conflict. Conflict is a central feature of most news. Sometimes it is physical, as in wars or sports. Sometimes it is more subtle and sophisticated like political conflicts.

VIII. Necessity The seven earlier discussed News Values involve people, events and situations that call out for coverage. The value of Necessity is, however, the journalist's making.

b. COMPONENTS OF NEWS

A component is a constituent part of something. They tend to have more news values or higher news values than stories that lack them. The more of news components you find in a story, the higher the news worthiness of such a story.

There are many items that could easily fall into the components of News.

The eight components of news are:

1. Age 2. Animal 3. Sex 4. Conflict 5. Money 6. Children 7. Beauty 8. Human Interest.

3. In writing a five-paragraph news story, students are expected to write: headline, introduction and the remainder of the story. Students should take note that the headline is an abstract sentence, usually it is only five to ten words. It is a complete thought. It has a subject and a verb, and often an object. The headline first attracts readers. It stands out in bold black type. Its message is terse, abrupt and often startling. It makes us stop and look. It tells quickly what the story covers. Its primary function is to attract our attention. The lead is the introductory paragraph. Most times, it answers the question "who" and "what" of the story. A news story must follow the inverted pyramid. From the headline and the lead we come to the rest of the story. The reporter constructs the model news story after this pattern. He selects the most important incident or fact for his lead.

4. SOURCE OF FOREIGN NEWS

The sources from which a reporter can get foreign news are many and varied. They include:

- Ministry of Foreign Affairs
- Institute of International Affairs
- Embassies
- International organisations
- Foreign Media
- The Presidency

MINISTRY OF FOREIGN AFFAIRS

The Ministry of Foreign Affairs should be the first port of call of the foreign correspondent because it is the ministry of government organ charged with the responsibility of managing the relationship of a country with other countries in the world. It formulates the foreign policy of the country.

However, such pronouncement deals with embassies of other countries relate with it. If there is going to be an important policy pronouncement about the relationship of a country with another, such pronouncement is likely to come from the minister (or other high officer) of Foreign Affairs.

However, such pronouncements also holds regular briefing may come from the office of the president. The Ministry of Foreign Affairs also holds regularly briefings for the press, its foreign envoys and the ambassadors of other countries. The foreign correspondent needs to monitor these briefings closely as they are often of interest to the public.

INSTITUTE OF INTERNATIONAL AFFAIRS

The Nigerian Institute of International Affairs (NIIA) is an important agency of the ministry of Foreign Affairs and it is the think-tank of the ministry where policies are often formulated or analysed before they are implemented. The reporter who keeps a closer tab on the NIIA may get scoops of new policy directions before they are made public. Moreover, the opinions and analysis of events on the international scene by top-notchers of the institute can be of interest to the discerning public.

EMBASSIES

Embassies are the residencies and offices of the representatives of one country in another country. For Commonwealth Countries, their embassies are designated High Commissions in member countries. Commonwealth is an international organisation made up of countries formerly colonized by Britain. Their Ambassadors are also designated as High Commissioners. Ambassadors head the foreign missions or embassies of their countries. Embassies or High Commissions are regarded as part of the territories of their countries of origin. For example, the Embassy of the United States of America in Abuja and its consulates in Lagos and elsewhere in Nigeria are regarded as the soil of United States even though the lands and buildings are in Nigeria. Embassies are a veritable source of news about their home countries and they must be regular ports of call for the foreign correspondent.

INTERNATIONAL ORGANISATIONS

International organisations are another major source of news for the foreign correspondent. Not only must you know the various international organisations, you must also be familiar with their functions and activities. The United Nations, UN is the number one international organisation which a foreign correspondent must be familiar. It is the umbrella body comprising all the countries in the world. It has its headquarters in New York, United States, but has offices all over the world. It was founded in 1945, at the end of the Second World War. Its predecessor was the League of Nations, which became ineffective and collapsed before the Second World War. The UN also has, under it many subsidiaries, dealing with various aspects of life with which the reporter should be familiar. These UN agencies include: The United Nations Development Programme(UNDP), which deals with development issues, such as sinking boreholes for potable water in poor communities, provision of roads, irrigation and other physical development programmes; the World Health Organisation (WHO) with health related issues, such as vaccines against deadly childhood disease, the Acquired Immune Deficiency Syndrome (AIDS) etc.; the United Nations Scientific and Cultural Organisation (UNESCO) which promotes issues related to education.

FOREIGN MEDIA

News from the local media are monitored and re-written on a daily basis from the foreign media such as the British Broadcasting Corporation (BBC), Cable News Network (CNN), their websites and those of others such as the Foreign News Agencies such as Reuters, AFP, Associated Press (AP), Xinhua (China) and others. Foreign newspaper and magazines like *THE NEWS OF THE WORLD*, *WASHINGTON POST*, *NEW YORK TIMES*, *NEWSWEEK*, *TIME* etc. are also sources of news stories and features for the foreign correspondent. If the foreign correspondent is sent to a country to represent a medium, the local media of that country will be a major source of stories for him. For example, cos and their correspondents of BBC, AFP, Reuters and so on in Nigeria will rely heavily on the contents of Nigerian media in writing and filing some of their stories. It is better to crosscheck such stories in local media from the original source from the filing.

THE PRESIDENCY

The office of the president and other ministries are a prime source of news for the foreign correspondent. In any country, the president or the prime minister as the case may be, represents the highest authority in the land and most of the pronouncements of the president or prime minister are of interest to the international media. All the ministries or departments and their ministers are directly under the president or Prime Minister and sometimes, their activities can be of interest to the foreign correspondent. Sometimes, you may want to verify stories from them or get accurate data concerning a story you are working on.

5. Types of sports

1. Ball games: Football, handball, volleyball, baseball, etc
2. Tennis games : Lawn tennis, Table tennis, badminton, etc
3. Stick games: Polo, golf, etc.
4. Fisticuff games: Boxing, wrestling, judo, etc.
5. Athletics games: Running, jumping, swimming, cycling, etc.

6. Tips for the Sports writer

1. Know the rules of the game thoroughly
2. Know the history of the games and give readers detailed background

3. Begin your report with the outcome of the game

4. Give a detailed analysis of the performance.

Students are expected to write five tips. Each attracts 2 marks, a total of 10 marks.

7. Interview is indeed an indispensable tool used by the reporter to obtain information. Reporting deals with obtaining information and then passing on that information to the public. Information is source largely from other people. This requires the reporter to interact with his sources and talk with them, especially by asking questions, in order to obtain information.

8. NEWS ROOM TERMINOLOGIES

1. Add: Additional news matter to a story already written or is about to be written.

2. Assignment: An order to a reporter to cover an event. Assignment is the day's job given to a reporter to cover by his or her News Editor or direct boss.

3. Attribution: This means the identification of the person being quoted in the reporter's story. You only attribute a story to a source if he or she gives such information on record.

4. Actuality: This is an on-the-scene report in broadcasting.

5. Air time: The time at which a programme is broadcast.

6 Audio: Sound

7. Banner: Headlines written across or near the top of most Newspaper page. It is also called a Streamer or Streaming headline.

8. Beat: Area assigned to a reporter for regular coverage. A beat could be a place or a subject. Example: State House Correspondent has the State House as his/her beat while Energy Correspondent has issues related to energy as his or her beat. In the US, beat could also be regarded as an exclusive story. 18

- 9. Break:** This is when a news development becomes known and available.
- 10. Beeper:** A telephone conversation or interview recorded for later playback on air.
- 11 Body type:** The type in which most of the newspaper is set, usually 8-or 9-point type.
- 12 Bulletin:** News of the day as presented in each of the media organizations.
- 13 By line:** The author of a story or the name of the reporter who wrote a particular story.
- 14 Bulldog:** Early edition, usually the first of a newspaper's edition for the day.
- 15 Cue:** Noun; a signal to an announcer, a newscaster or production personnel to participate in a broadcast.
- 16 Deadline:** Time by which a reporter, editor or desk must have completed scheduled work for the day.
- 17 Dateline:** The name of the city or town and date, which are placed at the beginning of stories not of local origin.
- 18 Edition:** One version of a newspaper per day.
- 19 Put to bed:** Closing the forms of an edition.
- 20 Rewrite:** To write a story a second time to make it better or to condense it.
- 21. Exclusive:** A story that is printed solely by one newspaper or an individual. This could also be called a "scoop"

9. A beat is a reporter's assigned area of responsibility. A beat may be an institution, such as National Assembly; a geographical area such as a small town or an entire city/town or subject area such as science and technology, business etc. Beat reporting is the act of covering and reporting from a particular field or subject of coverage for your media organization. Beat reporting is therefore specialized news gathering. It could also be regarded as a form of correspondence. A beat reporter is well trained and adequately equipped with special knowledge in a particular area of news coverage where he represents his news organization. A beat reporter may be a young reporter assigned to cover such local beats like the police, the courts, local government or the schools. A beat reporter could also be a well-trained and very experienced reporter of many years standing who covers very important institutions like the Aso Rock for his media organization. In this instance, one has to be a successful reporter before one is assigned to cover such important beats. A beat reporter is therefore a specialised reporter.

10. GENERAL RULES FOR NEWS WRITING AND REPORTING

- i. Do Not Pass A Verdict Or Make A Judgment. It is not your duty as a reporter or writer to pass a verdict or make judgment. Just gather the facts of the story, present them to your audience and let them decide on whose side they will want to go.
- ii. Do Not Editorialize. Leave editorializing to the Editorial Writers. News reports must be as straightforward and objective.
- iii. Avoid The Use Of Unfamiliar Jargon. Do not assume that your audience knows the meanings of the unfamiliar jargons you are using. Always use familiar words.
- iv. Keep yourself and other reporters out of the story unless you and they are an essential part of the news.
- v. The end of a story must be marked by a centred "30" or "***" or "#"
- vi. Always make you lead interesting. Guard against misleading leads. Leads sell a story. Therefore, to get and keep the attention of your audience, the lead must be interesting.
- vii. Use the inverted pyramid format when writing your news story. This is the generally accepted format for writing news reports because it presents the most important elements of a story in the first

few paragraphs. The format also makes it easy to cut stories from the bottom without losing any substance of the story.

viii. You must quote accurately. Use quotes only where necessary to brighten up your story. Please, do not overdo this in your copy.

ix. Use SAID if you want to write in the present tense and SAID THAT if it is reported speech. This style helps the copy retains currency and live.

x. Always read your copy carefully and correct all typographical spelling and grammatical mistakes before turning it in. This is a primary rule even in ordinary or everyday writing. No amount of haste could justify a badly written copy.

11. The three types of news reporting are: General reporting, Specialised reporting and investigative and interpretative reporting.

12. TECHNIQUES OF INTERVIEW

i. Research your subject

ii. Use notebook/mini recorder

iii. Dress appropriately

iv. Introduce yourself properly

v. Break the Ice

vi. Asking Questions

vii. Pay attention and show it

viii. Closing the interview

13. **Sacred cow:** Slang for a subject or story in which the publishers or editors are interested and which must be printed.

14. **Slug:** The word or words placed on a copy to designate the story. This is usually placed in the top left hand corner of the page.

15. Specialized reporting simply means reporting from special areas or fields. It is a clear departure from the general type of reporting that is not focused on particular fields or areas. It is therefore referred to as reporting specialties

16. In writing a good news story, a reporter should avoid using adverbs and adjectives

17. Four parts of speech to use in news writing are: nouns, pronouns. Active verbs and appropriate prepositions

18. The reporter can be described as the life-wire of a newspaper or any media organisation. He/She is perhaps the most important person in the media set up without whom the function of the media- the provision of information cannot be achieved. The reporter is the conveyor, the manufacturer of the most important commodity which the media organisation sells- news. He/She is that man or woman in a media organisation who gathers and writes the news.

19. **THE NOSE FOR NEWS-**The nose for news is perhaps the most important quality required of the reporter. A reporter must be able to recognize news when he/she sees one or hear about it. This

presupposes that a reporter must always be alert to his surroundings. At all times, know what is happening or going on around and detect the news worthy event out of it.

MEMORY OF FACES-A good reporter should have sharp memory and be able to remember faces easily. When he/she sees a face once or even from pictures should recognize that face again especially if the owner of the face is a news maker. This demands reading all sorts of publications since the pictures of important personalities who are news makers are often published in various newspapers and magazines and flashed on television screens regularly.

20. TIPS FOR THE SPECIALISED REPORTER

1. Maintain contacts with experts in your field- These experts can come from the universities, research institutes, professional bodies, or can be chief executives and managing directors of organisations, companies and parastatals, government officials, technocrats, diplomats etc.
2. Keep a calendar of events in your field- This is a daily diary of the activities that will take place. For example, a reporter should know when company will hold annual general meetings (AGMs).

MAC215: INTRODUCTION TO FILM AND CINEMA

CONTRIBUTORS: DR AMODU L. AND USAINI S.

Questions

1. Describe the circumstances that led to the evolution of film
2. Mention five people who significantly contributed to the evolution of film
3. Explain in details the contributions of the five people earlier mentioned
4. Explain any five genres of film
5. Explain any five functions of film
6. Explain the roles of a producer in film production
7. What is the difference between the functions of a Director and Production Manager?
8. Describe the responsibilities of the production designer and the costume designer
9. What are the four departments of equipments?
10. What is the difference between a tripod and a dolly?
11. Explain the types of light we have
12. What is the significance of the editing department in film production?
13. Explain what evaluation means in the preproduction stage
14. Explain the three sources of script
15. Explain what we mean by casting and crewing
16. What is the meaning of dry-run?
17. Explain what we mean by the mix in the post-production stage
18. Explain what camera shots are and give examples
19. Explain any two camera angles
20. What is continuity editing?

MAC218: RADIO AND TV STUDIO OPERATIONS

COURSE TITLE: CONTRIBUTORS: DR ARIRIGUZO S. AND USAINI S.

1. Discuss the following types of studio (30mks)

a. Television studio

b. Radio studio

c. Audio-recording studio

d. Chroma studio

e. Photographic studio

f. Digital/Animation studio

2.a. List and discuss five (5) basic studio equipment (10mks)

2.b. Discuss the process involved in producing either a television or radio programme. (10mks)

3. Discuss five (5) uses of the studio. (20mks)

4.a. Enumerate and highlight five (5) facilities/equipment that can be found in the Production Control Room (PCR). (10mks)

4.b. While a production is in process, highlight the people who work on the studio floor. (10mks)

MAC218 Tutorial Answers

1. Briefly discuss the following types of studio (**30mks**)

a. Television studio

b. Radio studio

c. Audio-recording studio

d. Chroma studio

e. Photographic studio

f. Digital/Animation studio

The candidates are expected to briefly discuss the different types of studio as listed above. The discussion must include a definition or explanation of what each studio is, its characteristics, what it is used for and some equipment or facilities that can be found in the studio. Also illustrations will be an added advantage. Each question carries **5marks**, therefore equals **30marks**.

1. Television Studio: A television studio is an origination centre where television or video productions take place, either for live television, for recording live to tape, or for the acquisition of raw footage for post-production. It is important to note that the design of a studio is similar to, and is derived from movie studios with a few amendments for the special requirements of television production. A professional television studio generally has several rooms, which are kept separate for noise and practicality reasons. These rooms are: recording room/studio, the studio control, master control, etc, and are connected via intercom; personnel are divided among these work places.

2. Radio studio: The radio studio is some what similar to a sound/music recording studio, although the difference is that a radio studio has a transmitter whereby the finished audio production is

transmitted to the audience via the radio set. In a traditional radio studio, the studio area contains tables and chairs with two or more microphones for interviewing, narration or simple drama. Sound monitoring is by audio monitor(s) or speaker(s), or when the mic channels are open, by headphones to each person is required. The monitoring normally carries the output of the mixing desk, but it may be arranged to take programme feed, e.g. an incoming phone call. The headphones also carry talkback from the cubicle. The cubicle contains the mixing desk or console with as many channels as programme complexity demands, in some cases 8, 10 or 14 channels. They can be laid out as the operator requires, e.g. outside sources(newsroom, telephone,etc.), mics 1, 2, 3, computer/recorder outputs, CD players 1, 2, etc.

3. Audio-recording studio: An audio-recording studio is a facility for sound recording and mixing. Ideally, the space is specially designed by an acoustician to achieve the desired acoustic properties (sound diffusion, low level of reflections, adequate reverberation time for the size of the ambient, etc.). Different types of studios record bands and artists, voiceovers and music for television shows, movies, animations, and commercials, and/or even record a full orchestra. The typical recording studio consists of a room called the "studio", where instrumentalists and vocalists perform; and the "control room", which houses the equipment for recording, routing and manipulating the sound. Often, there will be smaller rooms called "isolation booths" present to accommodate loud instruments such as drums or electric guitar, to keep these sounds from being audible to the microphones that are capturing the sounds from other instruments or vocalists.

4. Chroma studio: A Chroma studio is place created specifically for chroma key compositing. Chroma key compositing (or chroma keying) is a technique for compositing two images or frames together in which a colour (or a small colour range) from one image is removed (or made transparent), revealing another image behind it. This technique is also referred to as colour keying, colour-separation overlay (CSO, primarily by the BBC), greenscreen, and bluescreen. It is commonly used for weather forecast broadcasts wherein the presenter appears to be standing in front of a large map, but in the studio it is actually a large blue or green background. The meteorologist stands in front of a bluescreen, and then different weather maps are added on those parts in the image where the colour is blue. If the meteorologist wears blue clothes, the clothes will become replaced with the background video. This also works for greenscreens, since blue and green are considered the colours least like skin tone. This technique is also used in the entertainment industry, most especially in making music videos and movies. It is important to note that chroma key compositing is integral in the use of virtual set technology; the real-time combination of people and computer generated environments.

5. Photographic Studio: A photographic studio is both a workspace and a corporate body. As a workspace it is much like an artist's studio, but providing space to take, develop, print and duplicate photographs. Photographic training and the display of finished photographs may also be accommodated in a photographic studio. Accordingly, the workspace may possess a darkroom, storage space, a studio proper - where photographs are taken, and a display room, as well as space for other related work.

6. Digital/animation studio: This studio is used for creating digital imagery or computer animation. Computer animation is the art of creating moving images with the use of computers. Computer animation can be created with a computer and animation software; many powerful workstation computers are used. Graphics workstation computers use two to four processors, and thus are a lot more powerful than a home computer, and are specialized for rendering.

2.a. List and discuss five (5) basic studio equipment (**10mks**)

The candidates are expected to list and briefly discuss five basic studio equipment. Each of the equipment discussed carry's **2marks**.

a. Television Camera: A television camera is a high-end device for creating electronic moving images. They can be classified by their electronic make-up and by how they are used. Cameras grouped by electronic make-up are either analog or digital, while cameras classified by function are for either studio or ENG/EFP use. Analog versus Digital camera: Regardless of whether they are large studio cameras or small camcorders, technology has advanced that we have High Definition (HD) and 3D cameras. Digital cameras have superior picture quality than analog cameras because digital signals are much more robust than analog ones (that is less prone to distortion).

b. Microphones: A microphone converts acoustic energy (sound waves) into electrical energy, which is amplified and reconverted into sound waves by the loudspeaker. It is important to know the most useful characteristics of a microphone which is its directional property. The microphone may be sensitive to sounds from all directions (omni-directional) and such microphone is useful for location recording and interviewing, audience reaction and talk back purposes. On the other hand, a directional microphone is essential in most types of music balance, quiz shows and where there is any form of public address system.

c. Lights: These are equipment used for television studio lighting. Television lighting must please the television camera and fulfil certain aesthetic functions, such as creating a mood. The studio lighting is in two main categories: spotlights and floodlights. This will be discussed in details later.

d. Editing work stations: These are computer systems that are used for audio and video post-production works. These works include editing, effects and transitions, animation and graphics, rendering and duplication in video tape, CD, DVD and blu-ray disc. The computer can be either Windows or Macintosh operating systems.

e. Audio Console: This is an equipment for mixing in and out of audio signals from microphones, cassette or CD players, computers, musical instruments, etc. The mixer can be used to amplify audio signals, edit and add effects during and after a recording in a radio or television station. Whether analog or digital, all audio consoles are built to perform five major functions:

- i. Input: to pre-amplify and control the volume of the various incoming signals.
- ii. Mix: to combine and balance two or more incoming signals.
- iii. Quality control: to manipulate the sound characteristics.
- iv. Output: to route the combined signals to a specific output.
- v. Monitor: to listen to the sounds before or as the signals are actually recorded or broadcast.

2.b. Discuss the process involved in producing either a television or radio programme. (**10mks**)

There are three processes involved in producing either a television or radio programme and they are: pre-production, production and post-production. The candidates are required to briefly discuss each of the processes as **3marks** are allocated to each of the processes, while **1mark** is for the use of appropriate illustration(s).

- a. Pre-production: This is the preparatory stage of the production of a programme. It includes every production activity that is done before the location period of the radio or television programme. This process has different stages and they include: the conception of the idea, evaluation, script writing, script editing, budgeting, casting and crewing.
- b. Production: This is the production phase and is quite strenuous, yet it is the most exciting part of the process. The director is the person most responsible for the ultimate style, structure and quality of the programme. Hence, he takes the credit or blame for its form and content. Before shooting commences, the director must ensure that all the technical personnel are ready; the sound man must have tested the microphone and certify it in good condition, and the lighting man must have ensured that the light is adequate. The director and the cameramen work together for smooth production, in fact, the cameramen can offer useful suggestions in respect to the techniques of shooting.
- c. Post-production: This includes all the activities that are carried out after the shooting of the movie has been concluded. The stages involved in this process include: editing, music recording, the mix, and packaging.

3. Discuss five (5) uses of the studio. (20mks)

The candidates are required to discuss briefly 5 basic uses of the studio which will carry 4marks equally.

- a. The studio is a place where creative ideas for TV and radio programmes are developed and produced. What we watch on television or hear on radio sprung out of the creative ideas or concepts of the producer or director. A factory where these raw materials will be processed into the finished product for the consumption of the audience is the studio.
- b. The studio also houses the equipment used for the production of either a radio or television programme. The equipment also includes transmission of the finished product to the audience. Some of the equipment include but not limited to camera(s), light(s), microphones, editing suite(s), transmitters, etc.
- c. The cast, performers or talents have to pass through a process of selection called „audition“ before they can appear on any programme. Also they have to rehearse before a shoot, therefore the studio is where they get to be auditioned and carry out their rehearsals.
- d. The director gets to carry out most of his pre-production activities in the studio. Meeting with talent, cast and crew is usually done in the studio. Floor planning, budgeting, creation of set and scenery and identification of specific equipment that will suit the production is also decided in the studio.
- e. It is also very important to note that the studio is a centre where talents, directors, producers, etc, meet, network and share ideas. This makes it a breeding ground for young talents, creative ideas and concepts for television and radio.
- f. The studio can also be used both as a workspace and a corporate body. As a workspace it supposes that the studio has a recording room or booth, an audio-visual console and editing/graphics suite for

production and post-production. While as a corporate body, the offices of the director, producer and in some instance the crew are located in the studio.

4.a. Enumerate and highlight five (5) facilities/equipment that can be found in the Production Control Room (PCR). **(10mks)**

The candidates are required to list and highlight the facilities/equipment in the studio control room or production control room. Each of the points carry **2marks**.

1. A video monitor wall, with monitors for program preview, video tape recorders (VTRs), cameras, graphics and other video sources. In some facilities, the monitor wall is a series of racks containing physical television and computer monitors.

2. A vision mixer: a large control panel used to select the video sources to be seen on air and, in many cases, in any monitors on the set. The term 'vision mixer' is primarily used in Europe, while the term 'switcher' is usually used in North America.

3. An audio mixing console and other audio equipment such as effects devices.

4. A character generator which creates the majority of the names and full screen graphics that are inserted into the programme.

5. Digital video effects (DVE), for manipulation of video sources. In newer vision mixers, the DVE is integrated into the vision mixer.

4.b. While a production is in process, highlight the people who work on the studio floor. **(10mks)**

The candidates are expected to only highlight the people who work on the studio floor when a production is in process. Each point carries **2 marks**.

1. The on-screen "talent" and any guest(s) - the subject of the show.

2. A floor director or *floor manager*, who has overall charge of the studio area, and who relays timing and other information from the director.

3. One or more camera operator(s) who operate the television camera(s).

4. Possibly a teleprompter operator, especially if this is a news broadcast.

5. A lighting professional or operator.

MAC230: INTRODUCTION TO STATISTICS FOR SOCIAL SCIENCES

1

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1. Explain what a normal curve is.

Normal curve is the same as bell-shaped curve. It occurs when all possible samples are taken or a census is conducted. It is a graph in which the mean, median and mode fall on the same line.

2. What do you understand by confidence level?

Confidence level is the level at which a researcher decides to take his/her measurement. There are three conventional levels – 68%, 95% and 99%.

3. Discuss what an error margin is

Error margin is the amount of error the researcher is willing to tolerate.

4. What is sampling error?

Sampling error is the error that is due to sampling imperfection. Unlike error margin, sampling error is measurable by the formula pq/n .

5. Explain what you understand by “2 standard deviation”.

2 Standard deviation is a standard deviation from the central value or 47.5% of the total distribution from the central value on either side.

6. Explain what you understand by “3 standard deviation”.

3 standard deviation is like the 2 standard deviation above but it covers 99% of the total value on both sides of the central value.

7. What is sampling imperfection?

Sampling imperfection is the error/mistake that occurs during sampling which results in sampling error.

8. Discuss the measures of central tendency.

The measures of central tendency are the mean, median and the mode.

9. Define probabilistic sampling

Probabilistic sampling is the type of sampling that guarantees every element in the population an equal chance of selection or rejection from the sample. It permits the finding to be generalizable.

10. Explain what you understand as accidental sampling

Accidental sampling is one of the non-probabilistic sampling techniques. It is done by administering a questionnaire instrument to anyone that happens to be present at a location during data collection.

11. What is the mean value in a table containing 15, 45, 20, 90, 100, 5, 7, 23, 11?

12. Explain three ways of generating data for your study?

13. Discuss three advantages of using participant observation in data generation.

14. What is the difference between primary and secondary data?

15. Why are experiments superior to participant observation?

