Question 1
(a) Describe the characteristics of a good bulletin story. (4 marks)
(b) Compare TWO factors which can inform public debate. (16 marks)

Question 2
(a) Explain why broadcast news scripts need to be clear and informative. (4 marks)
(b) Illustrate why it is important to keep the script short and simple. Use examples to support your answer. (16 marks)

Question 3
(a) Explain why it is important to ask key questions early during an interview. (4 marks)
(b) Illustrate why it may be necessary to ask the same questions again or in a different way. Use examples to support your answer. (16 marks)

Question 4
(a) State FOUR ways sound clips can improve broadcasts. (4 marks)
(b) Explain why it is important to make a guest feel comfortable before an interview. (4 marks)
(c) Referring to your response to Question 4b, illustrate why it is important to let the guest know what will be discussed in the interview. Use examples to support your answer. (12 marks)

Question 5
Discuss the factors which contribute to the increase in listeners to Internet radio. (20 marks)