



ICM

DECEMBER 2016

PROGRAMMING FOR TV, RADIO & THE INTERNET

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
1. Identify and critically review the key sources of television programming in the twenty-first century. [20]
 2. Selecting the format is the key decision to be made in radio programme development. Explain why this is the case and analyse how management consultants can assist with the development of a radio programme format. [20]
 3. Analyse the importance of testing in making programming decisions and review the options available for testing television programmes. [20]
 4. There are many elements to producing a successful programme. Having clear goals for the content is one important factor. Analyse the main goals that have been identified for Internet content. [20]
 5. Critically evaluate the main external influences on television programming. [20]
 6. Review the main scheduling strategies typically used in commercial radio. [20]
 7. Evaluation is a key component in assessing the success or otherwise of a radio or television programme. Ratings and sampling are now widely used in the evaluation process. Critically assess the effectiveness of ratings and sampling as approaches for evaluating programmes. [20]
 8. There are several reasons for cancelling a television programme. Analyse the main reasons typically put forward. [20]