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UNIVERSITI SAINS MALAYSIA

First Semester Examination  
Academic Session 2008/2009

*Peperiksaan Semester Pertama  
Sidang Akademik 2008/2009*

November 2008

**YFP 221E – AUDIO PRODUCTION**  
*Penerbitan Audio*

Duration: 2 hours  
*Masa: 2 jam*

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This examination paper consists of **TWO (2)** pages of printed materials.  
*Kertas peperiksaan ini mengandungi DUA (2) muka surat bercetak.*

You may answer questions either in Bahasa Malaysia or in English.  
*Anda dibenarkan menjawab soalan sama ada dalam Bahasa Malaysia atau Bahasa Inggeris.*

Answer **TWO (2)** questions. Question **ONE (1)** is compulsory  
*Jawab DUA (2) soalan. Soalan SATU (1) adalah wajib.*

Each question carries 100 marks.  
*Setiap soalan bernilai 100 markah.*

...2/-

1. Elaborate on the following concepts:

*Huraikan konsep-konsep berikut:*

- (a) Internet Radio (*Radio Internet*)
- (b) Shoutcast
- (c) Multicast
- (d) Specialist DJ
- (e) Personality DJ

2. Radio production is written for the ears and meant to be spoken. Explain the five basic elements in writing for radio. Describe the disadvantages of radio as one of the medium to disseminate messages.

*Produksi radio ditulis untuk didengar dan untuk diperucapkan. Jelaskan lima elemen asas bagi penulisan radio. Huraikan keburukan-keburukan radio sebagai salah satu medium bagi menyampaikan mesej.*

3. Explain with examples the different types of Radio Interview. What are the basic questions need to be asked to ensure a successful Radio Interview?

*Jelaskan beserta contoh kepelbagaian jenis Temuramah Radio. Apakah soalan-soalan asas yang perlu dikemukakan untuk memastikan kejayaan temuramah radio.*