KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF BACHELOR OF ARTS IN LITERATURE, FILM STUDIES & THEATRE ARTS
SECOND SEMESTER, 2023/2024
(JANUARY-APRIL, 2024)**

FILM 121: DEVELOPMENT OF TELEVISION

STREAM: Y1 S2   TIME: 2 HOURS

DAY: WEDNESDAY, 12:00 – 2:00 P.M.   DATE: 03/04/2024

INSTRUCTIONS
1. *Do not write anything on this question paper.*
2. *Answer Question ONE (compulsory) and any other TWO Questions.*

QUESTION ONE

a) Describe the key elements of pre-production planning in television production.   (5marks)

b) Discuss the process of identifying target demographics and its significance in creating content that resonates with a particular audience.   (10marks)

c) Explore the process of generating TV show ideas. How can creators ensure innovation while meeting the demands of the market?   (10marks)

d) Discuss the importance of story development and structure in creating compelling television content.   (5marks)

QUESTION TWO

a) Discuss the Impact of technology on content creation.   (5marks)

b) Assess the ethical implications of the use of emerging technologies in television production.   (10marks)

c) Identify and discuss the challenges faced by television producers and creators in adapting to and implementing emerging technologies. (5marks)

QUESTION THREE

a) Explain the importance of audience analysis and segmentation in the television industry. (10marks)

b) Discuss the process of identifying target demographics and its significance in creating content that resonates with a particular audience. (10marks)

QUESTION FOUR

a) Discuss the importance of story development and structure in creating compelling television content. (10marks)

b) Outline the basics of scriptwriting for television and discuss the specific challenges and considerations for different genres. (10marks)

QUESTION FIVE

How has the integration of Artificial Intelligence (AI) technologies impacted various facets of the television industry, influencing content creation, production processes, audience engagement, and overall industry dynamics?
(20marks)