



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YI, SII)

BMC 4106: INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **Two** questions in Section B.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Explain what you understand by “news values”. **(5 marks)**
- b) Identify and explain any **FIVE** traditional criteria used in judging the value of news. **(25 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Using examples, distinguish between ‘soft news’ and “hard news”. **(6 marks)**
- b) What is a “lead” in broadcast newswriting? **(2 marks)**
- c) State and explain any **FOUR** functions of leads that you know. **(12 marks)**

QUESTION 3

- a) Show the difference between broadcast media and print media. **(4 marks)**
- b) Discuss the differences between broadcast and print media writing styles. **(16 marks)**

QUESTION 4

- a) What do you understand by the concept of audience in broadcast media? **(4 marks)**
- b) How do audience types and interest influence programming? **(16 marks)**

QUESTION 5

Write a reflective account showing how the course in Introduction to Broadcast Media has impacted on your understanding of electronic media. **(20 marks)**