



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC II, YI, SII)

BMC 2113: WRITING FOR BROADCAST

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) Define the following terms in broadcast:
- i) Exposition (2 marks)
 - ii) Segue (2 marks)
 - iii) Interview (2 marks)
- b) Explain any **FOUR** characteristics of aural writing. (8 marks)
- c) Briefly explain 'personality' in news writing. (4 marks)

QUESTION 2

Explain any **SIX** basic rules in scripting. (12 marks)

SECTION B (Answer any TWO questions)

QUESTION 3

- a) Explain the **THREE** major appeals used in writing a commercial. (6 marks)
- b) Describe the organization used in scripting announcements. (10 marks)
- c) Explain the following formats for writing a commercial:
- i) Testimonial (2 marks)
 - ii) Dramatization (2 marks)

QUESTION 4

- a) Discuss the process of scripting a documentary program. (16 marks)
- b) State any **FOUR** similarities between a feature and a documentary program. (4 marks)

QUESTION 5

Write a 30 seconds news script using the provided newspaper dip as a source. (20 marks)