



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
(BJMC VII)

BMC 4404: WRITING FOR SCREEN AND TELEVISION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 term 'script'. **(2 marks)**
- b) Explain **SIX** factors you would consider when writing dialogue for your characters. **(6 marks)**
- c) Script a Public Service Announcement on cervical cancer urging the public to go for cancer screening. Make sure to use the following elements: voice over, dialogue, music. **(6 marks)**
- d) Distinguish between the first person and the third person narration. **(6 marks)**

- e) Explain the following terms as used in scripting:
 - i) Fade in (2 marks)
 - ii) Fade under narration (2 marks)
 - iii) OSV (2 marks)
 - iv) EXT (2 marks)
 - v) SFX (2 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Young people in the country are indulging in drug abuse irregardless of the consequences. Identify a particular drug that is a menace to society and script a 5 minute docudrama to address this issue.

(20 marks)

QUESTION 3

- a) Discuss **FIVE** disadvantages of using stereotypes in your script. (10 marks)
- b) Any story revolves around a plot-pattern of events that constitute the essential action of the play. Discuss the following **THREE** sections of a play:
 - i) Exposition (4 marks)
 - ii) Complication (4 marks)
 - iii) Resolution (2 marks)

QUESTION 4

- a) Explain **FIVE** types of appeals one can use when scripting a production so as to attract and retain an audience. (10 marks)
- b) The department of media and graphic design in your University to produce an advert to entice new students into enrolling for its programs.
 - i) Script this advert using the single column format. (5 marks)
 - ii) Script this advert using the two-column format. (5 marks)

QUESTION 5

- a) Copyright is an area of law that deals with the protection of intelligent works and scripts fall under this category. Discuss **FOUR** challenges to copyright enforcement. (8 marks)
- b) Explain **FOUR** categories of characteristics a script writer can choose to incorporate in his/her script. (12 marks)