



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 III)

BMC 4201: WRITING FOR ELECTRONIC MEDIA

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) Outline any **SIX** principles that you can use as a writer in your scripting. **(6 marks)**
- b) Explain the **THREE** major types of interview programs. **(6 marks)**
- c) Objectivity is an essential part of news writing. Briefly discuss the **FOUR** major influences on objectivity in broadcast news writing in Kenya. **(8 marks)**

QUESTION 2

Define the terms below as used in broadcast writing:

- a) Outline **(2 marks)**
- b) Commercial **(2 marks)**

- c) News (2 marks)
- d) Fading on (2 marks)
- e) Wipe (2 marks)

SECTION B (Answer any Two Questions)

QUESTION 3

Using the attached script, answer the following questions.

- a) Explain any **ONE** type of appeal used in the script. (2 marks)
- b) Identify the script format used. (2 marks)
- c) Identify the type of advert. (2 marks)
- d) Identify the type of advert. (2 marks)
- e) Describe the organization of the advert. (10 marks)

QUESTION 4

Assume you are the scriptwriter of a well known local drama series.

- a) Explain any **SIX** ways you would use sound Effect (SFX) in your scripting. (12 marks)
- b) Briefly explain any **FOUR** camera movements that you can use in the script. (8 marks)

QUESTION 5

- a) TUM TV has hired you to write a script for an interview program. The interviewee is the Vice Chancellor of T.U.M (Technical University of Mombasa).
 - i) Explain how you would structure your interview program using relevant examples. (14 marks)
 - ii) Define 'interview' as used in broadcast. (2 marks)
- b) Identify any **SIX** elements of a play. (6 marks)