



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC II)

**BMC 2113: WRITING FOR BROADCAST**

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 following terms in broadcast
- i) Outline (2 marks)
  - ii) Segue (2 marks)
  - iii) Cross fade (2 marks)
  - iv) Interview (2 marks)
- b) Explain the **FIVE** steps of persuasion used in writing an announcement. (10 marks)

### QUESTION 2

State the **TEN** characteristics of broadcast writing. (10 marks)

## SECTION B (Answer any **TWO** questions)

### QUESTION 3

- a) Identify the **FOUR** major script formats used in radio, television and film. (8 marks)
- b) Outline the basic script format for a screenplay as suggested by the writer's Guild of America. (12 marks)

### QUESTION 4

- a) Identify any **EIGHT** sources of news that you can use as a reporter/writer. (8 marks)
- b) Explain any **SIX** determinants of newsworthiness. (12 marks)

### QUESTION 5

- a) Explain the similarities between a 'feature' and a 'documentary'. (4 marks)
- b) Explain the process of writing a documentary program. (16 marks)