



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

BMC 4404: WRITING FOR SCREEN AND TELEVISION

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2014

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 the following terms as used in scripting:
 - i) Ambience **(2 marks)**
 - ii) Fade out **(2 marks)**
 - iii) ON MIC **(2 marks)**
 - iv) OFF MIC **(2 marks)**

- b) i) Script a short commercial to advertise the forthcoming student intake at the Technical University of Mombasa. **(6 marks)**
ii) Discuss the type of appeal used in your advert above. **(2 marks)**

- c) Explain SIX qualities of a good script writer. **(6 marks)**
- d) In reference to Attachment I
- i) Explain how the script writer has managed to incorporate the element of suspense. **(3 marks)**
 - ii) Discuss the characteristics of the dialogue between April and Joe that make it effective in conveying information to the audience. **(3 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Dialogue is an excellent tool in developing a character. Explain the role of effective dialogue in a script. **(10 marks)**
- b) Your main character is the crown jewel in your story. Every scene in your script should reinforce what the character's ultimate goal is and the lengths they will go to achieve it. Discuss **FIVE** qualities of a main character. **(10 marks)**

QUESTION 3

The media has a lot of influence on the behaviour of Kenyan youth. We can even say that they live as if they were Western World and not in Kenya. Their mode of dressing, language, attitude, food etc are heavily influenced by what they see on the media. Script a 5 minute drama to bring this issue to light. **(20 marks)**

QUESTION 4

- a) Explain **FIVE** types of camera movements and their functions in a script. **(10 marks)**
- b) Discuss **FIVE** techniques you would use to create suspense in a drama script **(10 marks)**

QUESTION 5

Discuss the basic plotting design. **(20 marks)**