



**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*

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**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)