



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 YIV, SI)

BMC 4404: WRITING FOR SCREEN AND TELEVISION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Using the script provided (**Attachment I**)
- i) Explain how the script writer has developed the background of the **TWO** characters. **(5 marks)**
 - ii) Highlight **TWO** stereotypes brought to light in the script. **(4 marks)**
 - iii) Explain **THREE** disadvantages of the use of stereotypes in a script. **(6 marks)**
 - iv) Describe how you would categorize the following characters:
 - i. Carol **(3 marks)**
 - ii. Mark **(3 marks)**
 - v) Describe the relationship between Mark and Carol. **(4 marks)**

- b) Explain the importance of scriptwriting in society. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain **FIVE** challenges facing Kenyan scriptwriters. **(10 marks)**
- b) With the digital migration in the country, discuss the opportunities available to scriptwriters. **(10 marks)**

QUESTION 3

- a) Script a 10 Minute news bulleting. **(10 marks)**
- b) Discuss the qualities that a main character should possess. **(10 marks)**

QUESTION 4

- a) Script a short drama (at least 4 pages long on drug abuse). **(8 marks)**
- b) Discuss the **FOUR** categories of characters in your script. **(12 marks)**

QUESTION 5

- a) Script a Public Service Announcement urging mothers to have their children vaccinated against polio. **(5 marks)**
- b) Describe the type of appeal used in your advert above. **(3 marks)**
- c) Explain Freytags plotting design. **(12 marks)**