



**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  
(YI, SII)

**BMC 4106: INTRODUCTION TO BROADCAST MEDIA**

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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain what you understand by “news values”. **(5 marks)**
- b) Identify and explain any **FIVE** traditional criteria used in judging the value of news. **(25 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

- a) Using examples, distinguish between ‘soft news’ and “hard news”. **(6 marks)**
- b) What is a “lead” in broadcast newswriting? **(2 marks)**
- c) State and explain any **FOUR** functions of leads that you know. **(12 marks)**

### **QUESTION 3**

- a) Show the difference between broadcast media and print media. **(4 marks)**
- b) Discuss the differences between broadcast and print media writing styles. **(16 marks)**

### **QUESTION 4**

- a) What do you understand by the concept of audience in broadcast media? **(4 marks)**
- b) How do audience types and interest influence programming? **(16 marks)**

### **QUESTION 5**

Write a reflective account showing how the course in Introduction to Broadcast Media has impacted on your understanding of electronic media. **(20 marks)**