



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4407: ADVANCED RADIO PRODUCTION

END OF SEMESTER EXAMINATION

PROJECT

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date Apr 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This is a project; you are therefore expected to attempt all questions Choose No. Attempt ALL questions

Project

Radio is the most accessed media in Kenya and the world over. The medium has been used for education, advocacy and entertainment among others. As a communication expert, you are required to identify any current social issue of concern to the Kenyan public and develop a communication campaign around the issue.

Your strategy must include at least four of the following.

- i. Features
- ii. Magazines
- iii. Talk shows
- iv. Drama
- v. Discussion
- vi. Infomercials
- vii. Talks
- viii. Testimonials
- ix. Interviews

- x. Vox pops
- xi. Presenter mentions
- xii. Support media fliers and brochures

Provide a sample recording of each of the above.

Your document should be typed in times new roman font 12, centered with 1.5 spacing and not less than 12 pages. Your recordings have to be mastered in mp3 format and enslaved on a recordable CD not on DVD.

Note: any sign of plagiarism will earn you an **E** grade.