



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 IV)

BMC 4210: BROADCAST JOURNALISM

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 Three printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) You are doing a story on someone who died of food poisoning. Discuss **THREE** relevant beats you would visit before writing the story. **(6 marks)**
- b) Explain **THREE** defences open to a journalist who is accused of contempt of court. **(6 marks)**
- c) The Kenyan media is described as the watchdog of society. Using relevant examples, justify this statement. **(6 marks)**

- d) Explain the following terms:
- i) Script (2 marks)
 - ii) Media concentration (2 marks)
 - iii) Defamation (2 marks)
 - iv) Ad lib (2 marks)
 - v) Libel (2 marks)
 - vi) Journalism (2 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Modern communication technology has led to the rapid flow of information globally. This has resulted into what is called a “global village” according to Marshall McLuhan.

- a) Explain the following:
- i) Global village (2 marks)
 - ii) Globalization (2 marks)
- b) Discuss **THREE** advantages of globalization. (6 marks)
- c) Discuss disadvantages of globalization. (6 marks)
- d) Explain **FOUR** functions of the press. (4 marks)

QUESTION 3

Attachment I is a letter by Catherine Wanjiru a student at the Technical University of Mombasa. As a reporter you have come across this letter posted on the internet for public access and you intend to use its content to write a news story.

- a) Write a news story using the inverted pyramid format. (6 marks)
- b) Sourcing for material from the internet requires a lot of skill on the part of the reporter. Discuss **SIX** factors to consider before publishing material sourced from the internet. (6 marks)
- c) Discuss **FOUR** aspects of this story that make it news worthy. (8 marks)

QUESTION 4

- a) Discuss **TEN** functions of a reporter. (10 marks)
- b) “The media has a responsibility to break the silence in society when it comes to certain contentious issues”. Using the spiral silence theory, justify this statement. (10 marks)

QUESTION 5

a) Explain the following terms:

- i) Beat
- ii) Caption
- iii) Lead
- iv) Freelance
- v) Background

(10 marks)

b) Discuss **FIVE** ethics of broadcast journalism.

(10 marks)