



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YII, SII)

BMC 4210: BROADCAST JOURNALISM

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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) Explain the importance of journalism to society. **(5 marks)**
- b) Explain the following terms:
- i) Soft news
 - ii) Journalism
 - iii) Defamation
 - iv) Global village
 - v) Beat
- (10 marks)**

- c) Attached is a press statement from the central organization of Trade Unions (Kenya) Attachment I.
In reference to this:
- i) Write a hard news story. **(6 marks)**
 - ii) Explain what makes your story above newsworthy. **(4 marks)**
 - iii) Discuss the writing style you have used in your story in (1 c i) above. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Discuss **FIVE** challenges facing the Kenyan media industry. **(10 marks)**
- b) Define the term media concentration. **(2 marks)**
- c) Explain **FOUR** Dangers posed by a concentrated media environment. **(8 marks)**

QUESTION 3

The world has become a global village. Using relevant examples, discuss **FIVE** effects of globalization to society. **(20 marks)**

QUESTION 4

Through the use of news stories currently making headlines, explain **SEVEN** factors that would make a story news worthy. **(20 marks)**

QUESTION 5

- a) Discuss **THREE** functions of a lead. **(3 marks)**
- b) A media outlet has published material that you deem defamatory to your image. Explain **FIVE** factors you have to prove in court in order to win the defamation suit you have filed against them. **(10 marks)**
- c) Explain **SEVEN** types of leads that a journalist can use when writing news. **(7 marks)**