



**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  
(YII, SII)

**BMC 4210: BROADCAST JOURNALISM**

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) Define the following terms:
  - i) Media pluralism
  - ii) Media concentration
  - iii) Inverted pyramid **(6 marks)**
  
- b) Explain **FOUR** attributes of a good reporter. **(4 marks)**
  
- c) In reference to attachment A:
  - i) Write a hard news story **(6 marks)**
  - ii) Distinguish between hard news and soft news. **(4 marks)**

- d) Discuss **FIVE** advantages of a pluralistic media environment to society. **(10 marks)**

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

**QUESTION 2**

- a) Define the term 'defamation'. **(2 marks)**
- b) Discuss **FOUR** defences that a media house can use in the event it is sued for defamation. **(16 marks)**
- c) Distinguish between the terms 'plaintiff' and 'defendant'. **(2 marks)**

**QUESTION 3**

- a) Explain **FIVE** attributes of a story that can make it newsworthy. **(10 marks)**
- b) Discuss **FIVE** advantages of digital broadcasting over analogue broadcasting. **(10 marks)**

**QUESTION 4**

- a) Explain any **FIVE** ethics of journalism. **(10 marks)**
- b) Discuss **FIVE** factors that may make a journalist fail to abide by this ethical code. **(10 marks)**

**QUESTION 5**

Discuss the history of Kenyas broadcast media industry since independence to where it is today. **(20 marks)**