



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC IV)

**PRACTICAL**

**BMC 2209: BROADCAST PRESENTATION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 4 DAYS**

**INSTRUCTIONS:**

- THIS IS A PRACTICAL PAPER IN WHICH THE STUDENTS ARE TO DO FOR A PERIOD OF **TWO** WEEKS AND SUBMIT TO EXAMINER AS INDICATED OF THE TIMETABLE.

## **PRACTICAL PROJECT**

### **QUESTION 1**

You are required to prepare presentation for the following program formats for an English radio station of your choice:

<b>Program Format</b>	<b>Duration</b>
• Interview	10 mins
• Commercial/announcement	30 secs
• News bulleting	10 mins
• Documentary/feature narration	10 mins

**THE WORK SHOULD BE DONE IN GROUPS OF FOUR STUDENTS**

**TO SUBMIT SCRIPTS AND A CD OF THE PRESENTATION TO THE EXAMINER**

**DURATION: 2 WEEKS**

**TO BE SUBMITTED AS INDICATED IN THE TIMETABLE.**