



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

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)