



# TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4412: ADVANCED TELEVISION PRODUCTION**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME:** Choose hours **HOURS**

**DATE:** Pick Date **Apr 2016**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt ALL questions.

**Do not write on the question paper.**

## Question ONE

1. Working in groups of four, produce a 10 minute TV interview on one of the following topics:
  - A student club within the University
  - A sports team within the University
  - A religious association eg. Christian union, catholic union or Muslim union
  - A regional association of students

Tasks and deadlines

Proposal submission	Saturday 5 <sup>th</sup> March	10 marks
Shooting	Wednesday 16 <sup>th</sup> March (3pm-7pm) and Thursday 17 <sup>th</sup> March (3pm-7pm)	
Post production & submission	Thursday 24 <sup>th</sup> March (3 pm-7pm)	25 marks

## Question TWO

1. Produce a 40 second Public Service Announcement to promote cancer screening.

Tasks and deadlines

Proposal and script submission	Thursday 31 <sup>st</sup> March	15 marks
Shooting	Thursday 7 <sup>st</sup> April (3pm-7pm) and Friday 8 <sup>th</sup> (9 am- 1pm)	
Post production & submission	Thursday 14 <sup>th</sup> April (3pm-7pm) and Friday 15 <sup>th</sup> April (9 am- 1pm)	20 marks

## Question THREE

You have been provided with raw footage on the folder A on the desktop. Review the footage and:

- i. Script a 30 second commercial
- ii. Produce the commercial

NB: Record a narration/ VO in the radio studio and incorporate it in the commercial.

Tasks and deadlines

Script submission	Thursday 21 <sup>st</sup> April (3pm-8pm)	15 marks
Post production & submission	Thursday 21 <sup>st</sup> April (3pm-8pm)	15 marks