



**TECHNICAL UNIVERSITY OF MOMBASA**

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4106: INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMINATION

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE: Pick Date December 2016**

**Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

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

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**Question ONE: Compulsory**

a) Explain what you understand by:

- i. Actualities
- ii. Lead-in
- iii. Wrap-around
- iv. Teases
- v. Headlines

10marks

b) Discuss the requirements for preparing a television newscast

6Marks

c) What is the major difference between writing for radio and writing for television

4Marks

d) Using examples show FIVE differences between broadcast Writing style and Print Writing Style

10Marks

**Question TWO**

a)

- i. Explain with examples what you understand by attribution. 4Marks
- ii. Why and when is attribution used in news reporting 6Marks
- b) Write a 30 word radio broadcast news story paying attention to proper use of lead, attribution, quotes and tense. 10Marks

### Question THREE

- a)
- i. What is television directing? (2Marks)
- ii. State the principal aim of directing (2marks)
- ii. What are the characteristics that make a good TV script? (6marks)
- b)
- i. Why is broadcasting policy necessary? (2Marks)
- ii. Discuss any 4 broadcast policies

### Question FOUR

Reflect on the learning process in this course considering

- What you knew before the course
- What you expected
- What you found out
- How what you found out challenged what you new
- New learnings
- Challenges
- How you solved or are solving your challenges
- How the knowledge has impacted on your career

(20marks)

### Question FIVE

As part of coursework this semester, you have been asked to give a talk to a group Year One Certificate in Journalism class on “Interview in Broadcast Reporting”. Prepare your presentation remembering to include Interview Types, Interview Preparation, Location, Language, Question Technique, after Interview

