



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DEGREE IN JOURNALISM AND MASS COMMUNICATION

BMC 4201/HBJ 4108: WRITING FOR ELECTRONIC MEDIA

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: 2017

TIME: 2 HOURS

DATE: SEPT. 2017

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.

Question ONE

- a) Outline any five types of a broadcast programmes. **(5 Marks)**
- b) Examine any six news principles that reporters use to identify news. **(6 Marks)**
- c) Discuss any six qualities of a broadcast writer **(6 Marks)**
- d) Examine any five characteristics of a broadcast talk show programme **(5 Marks)**
- e) Discuss any four effects of the new media on the broadcast industry. **(8 Marks)**

Question TWO

(i) You have been hired to work for Mombasa County TV, a local television station in Mombasa, giving examples, examine how you would write a television news script. **(10 Marks)**

(ii) The following facts from a press conference addressed by Mombasa Senator Hassan Omar, write a sample news story using. **(10 Marks)**

- *Mombasa town is in a crisis because many of you decided to fold their arms and watch as things deteriorated. As we usher the new year, there is need to stand up and be counted.*

- *Following the visitors that we have had in the last one month, all of them point to the fact that the county of Mombasa is extremely filthy. I want to link to you what the filth of corruption or the nexus of the filth of corruption can do to service delivery. Why it is filthy is because somebody is stealing.*
- *So I would like that we prosecute the filthy and the procurement department of the county government of Mombasa. Over the last four to five weeks, our visitors have complained about all sorts of filth.*
- *Governor Hassan Joho's administration singled-sourced a garbage disposal company, in violation the Public Procurement and Asset Disposal Act.*
- *Mombasa county squandered Sh1 billion through irregular allocation of a contract for garbage collection, Senator Hassan Omar said yesterday.*
- *The directors of the company, who have for the last four years been paid Sh300 million annually for garbage collection, are close associates and cronies of Joho.*
- *Part of the "irregular award" and the cost were mentioned in the Auditor General's Report 2014-15 as cash that could not be accounted for, he said.*
- *There is an attempt by the county to undermine the EACC investigations.*
- *Some of these documents were shared with them [EACC] voluntary and they raided and found the documents are incontrovertible evidence. Why are persons not being prosecuted?*
- *Omar demanded EACC forward the file to the Director of Public Prosecutions. The EACC should recover the money from the governor and all other beneficiaries.*

Question THREE

Defamation remains one of the greatest challenges that limit the freedom of the media and that of expression. Drawing from the Defamation Act (2009), explain how a broadcast journalist who has been sued for defamation can defend themselves **(20Marks)**

Question FOUR

- (i) You have been assigned to cover a parliamentary aspirant on his manifesto for the forthcoming general elections. Outline the considerations in the preparations of an interview of the aspirant. **(5 Marks)**
- (ii) Prepare a list of sample questions that are likely to ask the Aspirant during the interview. **(5 Marks)**
- (iii) Write a sample radio news story emanating from the interview **(10 Marks)**

Question FIVE

You have been assigned the task of a writing a documentary on the Technical University of Mombasa

- (i) Identify the ideas, pictures and sites that you would use to execute the idea. **(10 Marks)**
- (ii) Prepare a 180 word script for one of the ideas in the documentary above. **(10 Marks)**