



**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 4201: WRITING FOR ELECTRONIC 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) As an aspiring reporter identify and discuss FIVE solid qualities you think you must possess to be able to assume a reportorial role in a News Organisation. **10Marks**
- b) Suggest SIX factors that motivate reporters to be courageous and creative in a profession that is sometimes thankless and dangerous. **12marks**
- c)
- i. What are the different human sources of news? **4marks**
- ii. Briefly discuss how you can maintain them **4Marks**

**Question TWO**

- a)
- i. Distinguish between Voice-Over (VO) and Sound-On-Tape (SOT) **2Marks**
- ii. What are the steps to writing the Voice-Over (VO) story?

- iii. Write a VO/SOT script for the given situation that is :60(60 seconds) Total Story Time (TST), including :10(10seconds) of on- camera (OC) at the top, and a :05(5seconds) on Camera (OC) tag.

**SITUATION**

*The Governor of Central Bank of Kenya, Dr Patrick Njoroge throws light on why the banking watchdog intervened in four banks on Monday – with specific reference to Jamiibora Bank, Wakulima Bank and Bank, Wema Bank, and Unity Bank.*

*Responding to a question and answer session during a joint news conference with the Parliamentary Select committee investigating banking crisis in Kenya, Dr Njoroge explained that the situation in Jamiibora Bank was very severe and compounded by its acquisition by Wakulima Bank.*

*In his words, “the decision of Wakulima Bank to acquire JamiiBora Bank with 62 billion Kenya Shillings was a governance issue in addition to other things that we do not want to say now but which you will know later.”*

*The CBK on Friday sacked the Managing Directors of Wakulima Bank, JamiiBora Bank and Wema Bank as well as their executive directors after they failed to provide a comprehensive report on the status of their banks as demanded by CBK.*

10Marks

**Question THREE**

Select any five programmes on radio and television; discuss extensively, taking into consideration the writing technique and production process for each of them. 20MKS

**Question FOUR**

- a) Identify and discuss the structure of a broadcast news story? 8marks
- b) Justify with FOUR valid reasons why a broadcast copy should be more focused on giving out information and not details. 8Marks
- c) How will you use facts in writing a typical broadcast story? 4Marks

**Question FIVE**

- a) Discuss different types of scripts under the following headings:
- i. The Director’s script
  - ii. Master Script
  - iii. Rehearsal Script
  - iv. Shooting Script
  - v. Camera Script

15Marks

b) Why do we need programme scripts in broadcast production

5Marks