



TECHNICAL UNIVERSITY OF MOMBASA

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.

Question ONE: Compulsory

Question 1 (30 MARKS)

- a) Using relevant examples to support your answer, discuss the features of a broadcast news story 15marks
- b) Reporters **MUST** learn to recognize the types of information that are not considered newsworthy and that news organisations rarely use. Identify and discuss at least **FIVE** information details that should not be included in a news story. 15Marks

Question TWO

- a) Explain what you understand by the following 8Marks
- i. Actualities
 - ii. Teases
 - iii. Headlines
 - iv. Wrap-around
- b) Discuss the requirements for preparing a television newscast 8Marks
- c) What are the major differences between writing for radio and writing for TV? 4Marks

Question THREE

- a) Identify and explain the use of any FIVE new media tools you met on this course. 5Marks
- b) What online specific qualities should an online reporter possess? 6marks
- c) Distinguish between online reporting and computer assisted reporting. 3Marks
- d) Explain the following terms:
 - i. The second cycle story
 - ii. The Developing Story
 - iii. The Update6Marks

Question FOUR

- a) Define style in broadcasting 4Marks
- b) Why is it necessary to have style guides in broadcast media houses 6Marks
- c) Discuss FIVE of the things you need to know as you prepare to write a broadcast news story. 10Marks

Question FIVE

- a) Describe the role of the scriptwriter in the broadcast programme production. 4Marks
- b) Differentiate between the technical script and the director's script. 6Marks
- c) Discuss the qualities a good scriptwriter should possess? 10Marks

