



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4210: BROADCAST JOURNALISM

END OF SEMESTER EXAMINATION

SERIES: JUNE/JULY: Select series 2017

TIME: 2 HOURS

DATE: JUNE: Pick Date Sep 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) Give the meanings of the following acronyms.

- | | |
|-------------------------|----------|
| i) Story focus | (2Marks) |
| ii) Point of View (POV) | (2Marks) |
| iii) Tone | (2Marks) |
| iv) Wrap around | (2Marks) |
| v) Teases | (2Marks) |
| vi) Lead-in | (2Marks) |
| vii) SOT | (2Marks) |

viii) Voice Over

(2Marks)

(2Marks)

b) Describe the process of writing the Voice-Over.

(8Marks)

c) Discuss the kinds of shots best for a Voice-Over

(6Marks)

Question TWO

a) Describe the TWO types of still visuals used to television screen

(8Marks)

b) Discuss any THREE the rules for working with visuals.

(6marks)

c) Explain how best you can build a screen.

(6Marks)

Question THREE

a) Discuss in details any THREE factors which make an incident, news worthy and what does not

(12marks)

b) Explain at least FOUR characteristics of broadcast news

(8Marks)

Question FOUR

a) Explain the two types of packages known to you.

(8Marks)

b) Write a two-page note on the best ways you can organize a short package for television news.

(12Marks)

Question FIVE

a) Briefly examine FOUR duties of a copy editor?

(8Marks)

b) Identify 5 symbols used for correcting news copies and explain their use.

(5marks)

c) Outline the principal tasks of a news producer.

(7Marks)