



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: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date Apr 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

I have what it's got to be a broadcast news writer and producer?

To what extent is this true of you after a semester of learning Broadcast Journalism?

(30 Marks)

Question TWO

i) Explain the two types of packages know to you

(8 marks)

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

(12 Marks)

Question THREE

i) Who is a Copy Editor?

(4 Marks)

ii) Briefly examine the duties of a copy editor

(10 Marks)

iii) Identify 3 (Three) symbols used for correcting news copies and explain their use

(6Marks)

Question FOUR

- i) Identify 3 rules for working with visuals in television writing.
- ii) Discuss the different types of visuals on a television screen that you know.

(6Marks)

(14Marks)

Question FIVE

- i) What is meant by the following acronyms
 - a) ESS
 - b) SL
 - c) SIL
 - d) CG
 - e) O/C
- ii) Using examples what do you understand by these terms:
 - a) The story slug
 - b) The header
 - c) Teases
 - d) The wrap around
 - e) Lead-in

(10marks)

(10Marks)