



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) Explain what you understand by Voice-Over? **(2Marks)**
- ii) Explain the process of writing the Voice-Over. **(8Marks)**
- iii) Describe the kinds of shots best for a Voice-Over **(10marks)**
- iv) Identify and explain the rules one needs to follow in visual sequences **(10Marks)**

Question TWO

- i) Define a story package? **(2Marks)**
- ii) Explain in detail the two types of packages known to you. **(8Marks)**
- iii) Give a brief instruction to a group of peers on how to organize a short package for television news. **(10Marks)**

Question THREE

- i) Discuss the process of preparing and conducting an interview. **(10Marks)**
- ii) Identify the different human sources of news and discuss how you can maintain them. **(10Marks)**

Question FOUR

- i) What are the qualities of a broadcast writer? **(8marks)**
- ii) In order to have a good news cast, certain factors must be considered. Identify and explain the factors. **(12Marks)**

Question FIVE

- i) Briefly examine the duties of a copy editor? **(8Marks)**
- ii) Identify 5 symbols used for correcting news copies and explain their use. **(5marks)**
- iii) Outline the principal tasks of a news producer. **(7Marks)**