



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4304: BROADCAST TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 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

- a. Define the following terms as used in broadcast techniques.
 - a. Headlines and Teases (2 marks)
 - b. Pan (2 marks)
 - c. Jump cut (2 marks)
 - d. Reporter package or PKG. (2 marks)
 - e. Wrap (2 marks)

- b. As a reporter, every time you get a press release, it is your role to assess whether the information is in fact newsworthy. State any FIVE (5) considerations you put in mind as you make this assessment. (10 marks)

- c. Define a stand up and explain what it can accomplish in a story (10 marks)

Question TWO

You have been called to give a talk to a group of new reporters who have been recruited by Tum TV, discuss with them at least TEN (10) tips for conducting broadcast interviews (20 marks)

Question THREE

As the executive news producer for Tum TV, advise your reporters on any TEN (10) qualities that would make a story big enough to run as a bulletin lead. (20 marks)

Question FOUR

Your best friend and colleague in Tum TV is presenting the 9:00pm news program. This is his first time on air anchoring news, advice Mr. Kanaan on any TEN (10) tips he should consider while presenting the news. (20 marks)

Question FIVE

As the editor of Tum TV, you recognize that in television, pictures are the most important part of our television news stories simply because people will remember what they see before they remember what they hear. Discuss with your news team any TEN (10) visual storytelling tips they should incorporate in their news stories. (20 marks)