



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: AUGUST 2017

TIME: 2 HOURS

DATE: 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. Define the following terms as used in broadcast media

1. OTS: "over the shoulder" graphic (2 marks)
2. Natural Sound (NATS) (2 marks)
3. Sound Bite, (2 marks)
4. Vox Pops (2 marks)
5. Nat-VO (or NVO) (2 marks)
6. Package or PKG (2 marks)
7. Lead-in (2 marks)
8. Anchor Tag (2 marks)
9. Live Tag (2 marks)
10. Headlines (2 marks)

b. One of the most common things we cover are events, whether they are meetings, press conferences or political hearings. Unfortunately, most reporters, after covering countless meetings, get into a “rut” and simply go to the meeting to cover the meeting, instead of looking for the story behind the meeting. Discuss any FIVE (5) tips to help a reporter covering an event to break out of the meeting “rut”. (10 marks)

Question TWO

- a) One of our primary jobs as journalists is to be engaging storytellers because if not viewers will lose interest and not pay attention. State any FIVE elements that every story should ideally have (10 marks)
- b) Focus is crucial for journalists as it helps you to clearly define what your story is and what elements you’ll need in order to do the story. Outline any 5 common elements that a focus statement should have (10 marks).

Question THREE

Every programme maker would be grateful for a guaranteed audience. Audience loyalty is important even where rival news programmes are broadcast at the same time and there is little to choose between their coverage. As a broadcast news producer describe the strategies you would employ to win and maintain audiences for your news show (20 marks)

Question FOUR

Writing for broadcast differs from print because our brains process the information differently when it comes from radio or television. Most importantly, we must remember that our audience has only one brief chance to hear the story and digest it. Discuss any Ten (10) general rules for writing broadcast stories. (20 marks)

Question FIVE

Whenever compelling images, natural sounds and narration are edited into a single story, relationships are established, realities created, questions answered and emotions stimulated. That is the power of editing. When done well, news video editing is invisible to the viewer. Discuss any TEN (10) editing tips that are important in building a credible news story (20 marks)