



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC4304: BROADCAST TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 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;
 1. Exclusive (2 marks)
 2. Off-the-Record. (2 marks)
 3. fade (2 marks)
 4. On Record. (2 marks)
 5. freelance (2 marks)
 6. Not for Attribution. (2 marks)
 7. CAR (2 marks)
 8. On Background. (2 marks)
 9. Crony journalism (2 marks)
 10. On Deep Background. (2 marks)

- b. Differentiate between *facia curia* and *ex facia curia*. (4 marks)
- c. Explain the triple new virtues of broadcast news stories. (6 marks)

Question TWO

- a. Explain any five roles of business and economy news stories in the society. (10 marks)
- b. As a news editor, discuss how you would advise new reporters to avoid contempt of court. (10 marks)

Question THREE

As the news editor for TUM Radio, you have been assigned five intern reporters in the news room discuss the principles you would advise them to observe in order to succeed as reporters on a beat (20 marks)

Question FOUR

You have been invited to give a talk to the broadcast students of Technical University of Mombasa, explain to them any TEN ethical issues in broadcast media practise (20 marks)

Question FIVE

As a reporter for Tum Radio, you have been assigned to go to Kisauni and cover a homicide crime story, discuss the TEN items in checklist that you should have covered before submitting the story to the editor. (20 marks)