



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4404: WRITING FOR SCREEN AND TELEVISION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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) Script a 45 second commercial for the September 2019 student intake of the Technical University of Mombasa. Apart from the audio visual material you intend to shoot by use of a video camera, include the following in your script:
- Clips from the 2018 graduation
 - Still photographs
 - Music
 - VO (10 marks)
- b) Discuss the function of the following activities performed during the Pre-Production stage.
- i. Recce (4 marks)
 - ii. Scripting (4 marks)

- iii. Storyboarding (4 marks)
- c) Explain the of the following forms of narration
 - i. First person narration (4 marks)
 - ii. Third person narration (4 marks)

Question TWO

- a) Every writer should work to develop a strong main character that can hold the story to the very end. Discuss 5 qualities of a good main character. (10 marks)
- b) Script a 20 minute news bulletin for your campus television channel-Tumo TV. (10 marks)

Question THREE

- a) You are to interview the Chairperson of Department regarding the launch of TUMO RADIO, a digital radio station ran by the students in the Department of Communication studies. Formulate an interview guide that you will use to steer this interview. (10 marks)
- b) Explain 5 functions of music in a production. (10 marks)

Question FOUR

- a. Describe the nature of good dialogue. (10 marks)
- b. Screenwriters sometimes adopt existing works such as stories from books or poetry and tailor them to suit their screen audience. Discuss the changes made by such adopters. (20 marks)

Question FIVE

- a) Distinguish between:
 - i. Script and storyboard (3 marks)
 - ii. Script and copy (3 marks)
 - iii. FVO and MVO (2 marks)
 - iv. Zooming and Dollying (3 marks)
 - v. Treatment and synopsis (4 marks)
- b) Identify 5 advantages of producing guided by a script as opposed to producing without one. (5 marks)