



# THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

## *Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION

(DMC)

## WRITING FOR BROADCAST

MODULE I EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2 HOURS

### INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions. Attempt **three** questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 Write a 5 minute T.V Script on the Media Department. (30 marks)
- Q.2 State and explain **TEN** forms of radio journalism. (20 marks)
- Q.3 Discuss the differences between a feature and a documentary. (20 marks)
- Q.4 With close reference to Broadcast Journalism, discuss **FOUR** attitudinal orientations that an audience may take. (20 marks)
- Q.5 Write short notes on the following radio commercials.
- (i) Straight commercial
  - (ii) Multi-voice commercial
  - (iii) Dialogue commercial
  - (iv) Dramatized commercial
  - (v) Gag commercial
  - (vi) Musical commercial
  - (vii) Integrated commercial
  - (viii) Pop-in-commercial.