



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

/BACHELOR OF BROADCAST JOURNALISM

HMC/BMC 4311: BROADCAST PRESENTATION TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: AUGUST: 2019

TIME: 2HOURS

DATE: Aug2019

Instructions to Candidates

You should have the following for this examination

PRACTICAL PROJECT INSTRUCTIONS

TASK 1 (20MARKS)

The candidate is required to write a critical analysis of a professionally presented radio OR TV programme. The programme should be analysed under the following headings: presentation style, use of script, observations of breathing, pitch, intonation and rhythm. 500 words.

TASK 2 (30MARKS)

The candidate is required to plan and present an original 3 minute Radio scripted piece on a chosen topic. The piece must be initiated by a typed proposal. The proposal must also give an indication of the topic, the intended presentation style and proposed target audience. Additional paperwork to accompany the assignment must include a typed and timed studio script. The candidate is required to write a short critical analysis of the finished piece.

Candidates will be assessed on their safe and competent use of studio and location equipment, professional performance across the whole assignment and the maintenance of all relevant

paperwork. Candidates will also be assessed on the structure of the final piece in line with the brief.

TASK 3 (50MARKS)

Candidates are required to plan, produce and present an individual 15 minute speech-based TV discussion programme. The piece must be initiated by a typed proposal/outline. This proposal must include research information on the subject and the identification of any potential contributors. There must also be an indication of the appropriate structure, its expected production style and design.

Candidates are required to write a short critical analysis of the finished piece under the following headings: technical operation, content, presentation and production, target audience. Candidates will be assessed on their safe and competent use of studio and location equipment, professional performance across the whole assignment and the maintenance of all relevant paperwork. Candidates will also be assessed on the structure of the final package relative to the programme brief.