



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4210: BROADCAST JOURNALISM**

**END OF SEMESTER EXAMINATIONS**

**SERIES: APRIL 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following:
- i) Affiliate (2 marks)
  - ii) Feedback (2 marks)
  - iii) Happy talk (2 marks)
  - iv) Feed (2 marks)
  - v) Rundown (2 marks)
- b) Describe **THREE** elements of recording and editing guests comments and statements in an ENG report to make them effective. (6 marks)

**QUESTION 2**

State any **FOUR** factors which editors consider when deciding if a story is newsworthy. **(4 marks)**

### **QUESTION 3**

Describe any **FIVE** sources of news for a broadcast journalist. **(10 marks)**

### **SECTION B (Answer any Two Questions)**

#### **QUESTION 4**

a) A reporter and videographer have been assigned to report on the cultural dinner and dance sponsored by the University's media department. Discuss the tasks the reporter and videographer should complete upon arrival at the function. **(10 marks)**

b) Discuss these terms as used in an ENG report:

i) ENG reporting

ii) Sound bite

iii) Stand up

iv) Rule of thirds

v) Talking head. **(10 marks)**

#### **QUESTION 5**

Discuss what would make for poor broadcast writing. **(20 marks)**

#### **QUESTION 4**

Discuss the qualities that make a story big enough to run as a bulletin lead. **(20 marks)**