



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 4201: WRITING FOR ELECTRONIC MEDIA

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 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 term 'aural writing'. **(2 marks)**

- b) Identify the script format used on the script attached. Refer to attachment 1. **(2 marks)**

- c) Discuss the following in writing for the ear and eye. **(10 marks)**
 - i) Simplicity **(4 marks)**
 - ii) Grammar **(2 marks)**
 - iii) Gender **(2 marks)**
 - iv) The right word **(2 marks)**

- d) Outline any **SIX** sources of news. (6 marks)
- e) Distinguish between a 'documentary' and a 'feature' program. (4 marks)
- f) Define the following elements of production: (6 marks)
- i) Wipe
 - ii) Pan right and left
 - iii) Fade in

SECTION B (Answer any Two Questions)

QUESTION 2

Use the attached script, answer the following questions. Refer to attachment 2

- a) Explain **TWO** major types of appeal used in the advert. (4 marks)
- b) Describe the organization of the advert. (10 marks)
- c) Explain the format used. (4 marks)
- d) Do short audience analysis for the advert. (2 marks)

QUESTION 3

- a) Name any **THREE** types of discussion program. (3 marks)
- b) Briefly discuss the approach used in discussion programs. (8 marks)
- c) Outline **NINE** characteristics of aural writing. (9 marks)

QUESTION 4

- a) i) State any **FOUR** characteristics of news worthiness. (8 marks)
- ii) Discuss 'objectivity' in news writing. (8 marks)
- b) Explain the following concepts of playwriting;
- i) Unit (2 marks)
 - ii) Exposition (2 marks)