



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**DIPLOMA IN MASS COMMUNICATION**

**(DMP/R II)**

**BMC 2113: WRITING FOR BROADCAST**

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.***

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following terminologies:
- i) Slug **(2 marks)**
  - ii) Documentary **(2 marks)**
  - iii) Split page **(2 marks)**
  - iv) Play **(2 marks)**
- b) Distinguish between a ‘feature’ and ‘documentary’. **(5 marks)**
- c) Outline any **FIVE** factors that one must consider when correcting a broadcast copy. **(5 marks)**
- d) Identify **FIVE** elements that one must consider when preparing an ‘aural writing’. **(5 marks)**
- e) i) Define a ‘control board’. **(2 marks)**  
ii) Explain the monitoring circuit functions of the control board. **(5 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

- a) Distinguish between writing for broadcast and writing for print. **(10 marks)**
- b) Describe the play plot structure. **(10 marks)**

**QUESTION 3**

- a) Explain **THREE** characteristic of a good News Reporter. **(6 marks)**
- b) Describe the processes of writing a documentary. **(14 marks)**

**QUESTION 4**

- a) Briefly define the following terms:
- i) Soft lead **(2 marks)**
  - ii) Hard lead **(2 marks)**
- b) Putting in consideration the mechanics of broadcast writing write a 35 – 50 word opening lead of a broadcast copy on the recent impeachment of the Embu Governor. **(16 marks)**

**QUESTION 5**

- a) Explain **THREE** main types of interviews. **(15 marks)**
- b) Name **FIVE** techniques of writing a good feature. **(5 marks)**