



**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**

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) Writing for the ear and eye requires certain guidelines. Explain any **FOUR** such guidelines. **(8 marks)**
- b) Outline the **FOUR** basic script formats used in script writing. **(4 marks)**
- c) Write a summary for a program idea of your choice. **(6 marks)**
- d) Distinguish between an 'interview' and a 'discussion' program. **(4 marks)**
  
- e) Define the following terms:

- i) Documentary (2 marks)
- ii) News (2 marks)
- iii) PSA (2 marks)
- iv) SFX (2 marks)

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

**QUESTION 2**

- a) Explain the **SEVEN** basic structural standards of an interview. (14 marks)
- b) Explain the **THREE** types of interview program. (6 marks)

**QUESTION 3**

- a) Briefly discuss any **FOUR** PSA formats. (8 marks)
- b) Explain the **THREE** types of appeal in P.S.A writing. (6 marks)
- c) Write a **TEN** second radio script for a P.S.A to be aired during the Easter season. (6 marks)

**QUESTION 4**

- a) Outline the process of writing a feature program. (7 marks)
- b) i) State any **THREE** sources of plays. (3 marks)  
ii) Describe a play's plot structure. (10 marks)