

TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR: BACHELOR OF BROADCAST JOURNALISM HBJ 4104: SCRIPTING FOR BROADCAST END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2HOURS

DATE: Pick Date **APRIL 2025**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **question ONE** (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

Question ONE (30Marks)

COMPULSORY QUESTION

- a) Define the following terms
 - i. Focus (2Marks)
 - ii. Focus statement (2Marks)
 - iii. Actualities (2Marks)
 - iv. Lead-in (2Marks)
 - v. Sound bites (2Marks)
- b) List Four elements of a good focus statement (4Marks)
- c) Explain the process of coming up with a focus. (6Marks)
- d) Do quote leads work for broadcast? Explain. (3Marks)
- e) What is a shotgun lead? (1Mark)
- f) What is a delayed lead? (1mark)

- g) Explain FIVE guidelines necessary for broadcast news writing. (5Marks)

Question TWO

- a) Explain FOUR differences between scripting for radio and TV. (4Marks)
- b) Suppose that you are a reporter covering a story about a fire razing down technical University of Mombasa's students' centre. Six students have been killed, and more than a dozen have been injured. Write a lead-in for a live report, indicating what the reporter's first sentence will say. (6Marks)
- c) Using the stories reported on the front page of the Daily Nation newspaper,
- Prepare headlines for a radio newscast. (4Marks)
 - Using those same headlines, write teasers for two of the stories that will appear later in your radio newscast. (4Marks)
 - Read the front page of the newspaper, and decide which of the stories you would lead with in a newscast; and why (2Marks)

Question THREE (20MARKS)

- a) Explain the following abbreviations as used on the left side of the split page to represent technical instructions.
- O/C (2Marks)
 - V/O (2Marks)
 - SIL (2Marks)
 - SOT (2Marks)
 - ENG (2Marks)
 - SL, ESS, or ADDA (2Marks)
- b) A fatal SGR accident has occurred 1KM away from Isinya Rail Station in which 100 lives have been lost. Script 2-3minute a split page report on the accident. Ensure your story has reader, VO, SOT, VO/multiple SOT and anchor tag. (8Marks)

Question FOUR

- a) State FIVE factors that enhance radio newscast (5 Marks)
- b) Explain the major difference between writing for radio and writing for television. (5Marks)
- c) Explain the requirements for preparing television newscast. (10Marks)

Question FIVE

- a) Explain the difference between slander and libel. (2Marks)

- b) Give at least THREE differences a reporter may use against libel (6Marks)
- c) What do you understand by the term *false light* ? (2Marks)
- d)
- i. Which of the following statements do you think could be considered libelous, and why?. (5Marks)
- A.** The governor drinks so much it's a wonder that he gets any work done. Part of the governor's problem is that his wife is a drunk. The governor is a lazy, good-for-nothing fake.
- B.** If the governor would stay at home more instead of running around with women, he wouldn't be in such hot water with the voters.
- ii. Would the defense have any arguments acceptable to the courts? Explain. (5Marks)