



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BROADCAST JOURNALISM
HS0 4102: ENGLISH FOR MASS COMMUNICATION
END-OF-SEMESTER EXAMINATION
SERIES: MAY 2025
TIME: 2 HOURS
DATE: ~~Pick Date~~ MAY 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) Read the four reviews of a science documentary series on TV.

Reviews of TV science documentary series

Paul Hansen looks at the latest science programmes

A	Science for All
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Fortunately for me and non-scientists everywhere, the makers of *Science for All* are there to plug the gaps in our knowledge. The series rather like knowledgeable parent who doesn't mind being pestered by wide-eyed and curious children: it takes the time to explain all those fascinating mysteries of nature in an entertaining and understandable way. The last series opened my eyes to all manner of interesting facts and demystified some of the problems faced by modern physics. And the new series shows no lack of inspiration for subjects to tackle: everything from the existence of life on other planets to the odd properties of human memory are rightly considered suitable subjects. So, while it's a shame that factual programmes are getting increasingly scarce these days, it's a comfort that *Science for All* shows no signs of dipping in quality or disappearing from public view.

B	Out in Space
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Although I wasn't expecting much from this series, I'm pleased that the producers of *Out of Space* persisted with their unpromising subject. In the course of the first programme we learn about hurricanes, deserts, and even how the Moon was made; a bewildering mix of phenomena that, we were assured, were all caused by events beyond our planet's atmosphere. That's not to say the programme explored them in any great detail, preferring to skip breathlessly from one to the next. The essential logic of the series seemed to be that if you take any natural phenomenon and ask 'why?' enough times, the answers will

eventually be something to do with space. The two presenters attempted to get it all to fit together, by taking part in exciting activities. Sadly these only occasionally succeeded.

C	Stars and Planets
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The second series of the *Stars and Planets* is an attempt to take advantage of the success of the first, which unexpectedly gained a substantial general audience. Like its predecessor, this is big on amazing photography and fabulous graphics, most of which are much less successful at communicating the immensity of the ideas involved than one human being talking to you directly. This time the scope is even wider, astronomically speaking. What we are being introduced to here are ambitious ideas about time and space, and presenter succeeds rather better than you might expect. It helps that he doesn't go too deep, as once you start thinking about it this is tricky stuff to get your head around. The point of such programmes is less to explain every detail than to arouse a generalised sense of amazement that might lead to further thinking, and *Stars and Planets* is certainly good at that.

D	Robot Technology
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This ground-breaking science documentary series follows a group of experts as they attempt to build a complete artificial human from robotic body parts. The project sees scientists use the latest technology from the world's most renowned research centres and manufacturers. It is the realisation of a long-



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-held dream to create a human from manufactured parts, using everything from bionic arms and mechanical hearts to eye implants and microchip brains. The series explores to what extent modern technology is capable of replacing body parts – or even improving their abilities.

The presenter, very appropriately, has an artificial hand himself. This ambitious series is a guided tour of the wonders of modern technology. Though it can be a slightly upsetting journey at times, it engages the audience in a revolution that is changing the face of medicine.

Now answer the following questions

For questions 1-10, choose from the reviews (A-D). You may select the reviews more than once. Enter your answers in the Answer Booklet.

In which review does it say that

- i. An effort was made to connect several unrelated issues?
- ii. The topics covered are well chosen?
- iii. Viewers are shown how science can occasionally do better than nature?
- iv. The series deals with something people have hoped to achieve for a while?
- v. The series unfortunately didn't spend a lot of time explaining the topics covered?
- vi. Viewers are clearly informed?
- vii. It's good that viewers are not required to consider all aspects of the subject carefully?
- viii. The series was worth making despite the topic not appearing very interesting?
- ix. Viewers may not always find the series comfortable to watch?
- x. The series achieves its aims by astonishing its viewers?

(1x10=10Marks)

b) Choose the correct connector from the ones in parentheses.

Dear Sir, I am writing concerning last week's editorial Discipline in our Schools. i) _____ (Sometimes/ Generally speaking/ Of course), I do not write letters to newspapers, but I feel that I have to write on this occasion. ii) _____ (Literally/ Frankly/ In my opinion), I got extremely angry when I read the editorial, which virtually maintained that discipline is the same as cruelty. iii) _____ (Strictly/ Personally/ Quite



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properly), when I was at school, we were told what to do, and we did. iv) _____ (**In short/ Undoubtedly/ Naturally**), if we did not, we were punished and if we repeatedly refused to obey, we were punished severely. v) _____ (**Of course/ Indeed/ As a matter of fact**), this may seem hard to some people, and vi) _____ (**evidently/ in brief/ understandably**), we resented it at the time. But we did not really suffer, and we learned certain values and a certain self-respect. vii) _____ (**Apparently/ To be precise/ As far as I am concerned**), I am convinced the discipline is essential if children are to have a sense of security. viii) _____ (**Obviously/ With respect/ Technically**), a child needs to know what is right and what is wrong, i.e. it 31 needs more guidance. ix) _____ (**Practically/ Clearly/ Unjustly**), to judge from their behavior in public, many children nowadays have no such guidance. x) _____ (**Really/ Officially/ Admittedly**), physical cruelty would be going too far, but good sound discipline would make these young people happier with themselves and better members of society. **(1x1Mark=10 each)**

c) Read the extract below. First, predict what part of speech you need in the gaps, then fill them in with the (i-v):

- i. move, speak and dress
- ii. seeing, hearing, touching, smelling and tasting
- iii. fresh, dramatic, colourful and exciting
- iv. a single experience, trait or achievement
- v. a single person, situation or episode

Selecting a Topic and Gathering Information

Feature stories are everywhere. Almost everything one sees or does has a story behind it. CBS News correspondent Steve Hartman has built a career on finding stories about ordinary people selected 'at random' from a phone book.

The most crucial step in writing a good feature story is making the topic i) _____. Reporters use all their senses: ii) _____. They record how people iii) _____. They use descriptive verbs instead of adjectives and adverbs. They give



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audience members a reason to care about the subject. After selecting a topic likely to interest a large audience, reporters must narrow the subject and find a central point that emphasizes, perhaps, iv) _____ . For example, a profile cannot summarise a person's entire life, so a reporter might discuss just one aspect: v) _____ that sums up the person's character. While gathering the information for feature stories, reporters normally consult several sources.

Good reporters gather two or three times as much information as they can use, then discard all but the most telling details
(1x2Marks each=10)

QUESTION TWO (20MARKS)

Read the following article

A Tower of Courage By Michael Grunwald "You watching TV?"

Rick Rescorla was calling from the 44th floor of the World Trade Center, icy calm in the crisis. When Rescorla was a platoon leader in Vietnam, his men called him Hard Core, because they had never seen anyone so absurdly unflappable in the face of death. Now he was vice president for corporate security at Morgan Stanley Dean Witter & Co., and a jumbo jet had just plowed into the north tower. The voices of officialdom were crackling over the loudspeakers in the south tower, urging everyone to stay put: Please do not leave the building. This area is secure. Rescorla was ignoring them. [...]

"The dumb sons of bitches told me not to evacuate," he said during a quick call to his best friend, Dan Hill, who had indeed been watching the disaster unfolding on TV.

"They said it is just Building One. I told them I'm getting my people the [expletive] out of here."

Keep moving, Rescorla commanded over his megaphone while Hill listened.

Keep moving. "Typical Rescorla", Hill recalls. "Incredible under fire".

Morgan Stanley lost only six of its 2,700 employees in the south tower on Sept. 11, an isolated miracle amid the carnage. And company officials say Rescorla deserves most of the credit. He drew up the evacuation plan. He hustled his colleagues to safety. And then he apparently went back into the inferno to search for stragglers. He was the last man out of the south tower after the World Trade Center bombing in 1993, and no one seems to doubt that he would've been again last month if the skyscraper



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hadn't collapsed on him first. One 112 of the company's secretaries actually snapped a photo of Rescorla with his megaphone that day, a 62-year-old mountain of a man coolly sacrificing his life for others. [...]

It was an epic death, one of those inspirational hero-tales that have sprouted like wildflowers from the Twin Towers rubble. But it turns out that retired Army Col. Cyril Richard Rescorla led an epic life as well. In this time when heroes are being proclaimed all around when brave actions are understandably hailed as proofs of character, here was a man whose heroism was a matter of public record long before Sept. 11.

At the same time, Rescorla's own fascination with heroism and hero-tales was a matter of private record. He even co-wrote a screenplay about the World War II infantry legend Audie Murphy. Rescorla was a man of introspection as well as action, and some of his final soulsearching e-mails provide an eerie commentary on his final day.

Rescorla, after all, was once an infantryman himself, declared a 'battlefield legend' in the 1992 bestseller "We Were Soldiers Once . . . and Young". Another photo of Rescorla – gaunt back then, unshaven, carrying his M-16 rifle with bayonet fixed – graced the book's cover and became an enduring image of the Vietnam War. [...]

Rescorla was also a passionate and complex man, a writer and a lawyer, as well as a bloodstreaked warrior and six-figure security expert. At his home in suburban Morristown, N.J., he carved wooden ducks, frequented craft fairs, took playwriting classes. He wrote romantic poetry to his second wife, Susan, and renewed their vows after just one year of marriage. "He was a song-and-dance man," she says. He was a weeper, too. He liked to quote Shakespeare and Tennyson and Byron – and Elvis and Burt Lancaster. He was a film buff, history buff, pottery buff – "pretty much any kind of buff you can be," says his daughter, Kim.

[\(https://www.washingtonpost.com/archive/lifestyle/2001/10/28/a-tower-of-courage/c53e8244-3754-440f84f8-51f841aff6c8/\)](https://www.washingtonpost.com/archive/lifestyle/2001/10/28/a-tower-of-courage/c53e8244-3754-440f84f8-51f841aff6c8/)

- a)
 - i. Summarise the content using sixty words.
 - ii. What kind of breaking news headlines could the story have produced?
- b) Analyse the article's structure. Comment on the headline, the opening and closing paragraphs.

QUESTION THREE (20Marks)



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- a) Add an appropriate negative prefix to the word in parentheses to fill in the gaps in the sentences below.
 - i. When you write a word the wrong way, you _____ (spell) it.
 - ii. Our individual stories can take unpleasant turns when our genes _____ (function) as a result of mutations that cause hereditary diseases or cancers.
 - iii. The investigators have said they are pressing charges “on suspicion of _____ (management), budget fraud, forgery of private documents and unauthorised financial activity”.
 - iv. But in his article, which was given to the Guardian via the Freedom of the Press Foundation, on whose board Snowden sits, Snowden says such criticism was a simple _____ (interpretation) of what he had been trying to do.
 - v. She was found guilty of professional _____ (conduct) by a disciplinary tribunal and dismissed.
 - vi. She’s been making up for her past _____ (deeds) by doing a lot of voluntary work.
 - vii. Luxury tourist travel in a country with widespread problems with poverty and _____ (nutrition) can sit uncomfortably with some, but Griffin points out that this would be a difficult dilemma to address had he been a tourist in any developing country.
 - viii. More than 20 years after it was abolished, Margaret Thatcher’s poll tax remains the *locus classicus* for domestic political _____ (calculation) and the yardstick by which all other UK governmental policy ineptitudes are still judged.
 - ix. Thousands of refugees are dying because of the incompetence and _____ (administration) of local officials.
 - x. The _____ (content) generals saw their role as leaders of this counter-revolution.

(1Mark x10)

- b) Complete each idea, using one of the cause/effect expressions given. Task b(i) has been done for you to guide you.

a) (is the reason for/is responsible for/leads to/contributes to/results in) Early on in life, people learn implicitly that good people are beautiful or handsome and bad people are ugly. This message is reinforced in a variety of ways by society. This deeply-held belief about attractive and unattractive people *leads to handsome cadets achieving a higher rank by the time they graduate.*_____

b) (is the reason for/is responsible for/leads to/contributes to/results in) People assume attractive people are more interesting, virtuous, honest, and successful than unattractive



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people.

This

assumption

-
- c) (as a result/consequently/because of this) Unattractive people are considered less competent and creative than attractive people_____
- d) (so ... that) Unattractive people experience so much discrimination in life_____
- e) (Because/since) their good looks win praise, attention, and encouragement from adults,_____

(2Marksx5=10)

QUESTION FOUR (20Marks)

a) Put the verbs in brackets in the right form (infinitive or gerund).

- i) I cannot recall **(get)** those results before. ii. They discussed **(run)** the experiments again. iii. Susan used to **(deal with)** difficult kids. iv. Do you wish **(participate)** in the symposium? v). She recommends **(read)** Marx. vi. I suggest **(repeat)** the experiment. vii. I am looking forward to **(hear)** from you. viii. I am used to (work) long hours. ix. I object to people **(smoke)** cigarettes in public places. x. Do we need **(look for)** new methods? xi. We could offer **(change)** the time of the meeting. xii. She encouraged him **(look)** beyond the obvious. xiii. They promise **(demonstrate)** the new equipment. xiv. He will look after **(mail)** the tickets. xv. If you are used to **(have)** money, it's hard to be without it.

b) Read the following commissioning Brief and answer the questions which follow

London 1 documentaries on London 1



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Listeners

London 1 is the voice of young London and serves a key audience: the under-25s.

Music is at the heart of the station, which is the most listened-to youth station in London, with an audience of nearly 60% of London's 14-24s.

Documentaries

When it comes to documentaries, the audience is interested in the world around them but does not want to be lectured or told what to think. The tone and approach must always be peer-to-peer rather than parental. London 1 will continue to commission documentaries to entertain and engage, but the audio is only part of what we are commissioning. Producers will be expected to provide, in addition to the broadcast programme:

- Selected highlights to be played in preceding programmes to trail ahead to the documentary
- A dry version for podcasting (current **podcast** consumption stands at around eleven thousand downloads a week, so this is an important audience.)
- A piece of visual for the London 1 website to be used for **viral marketing**.

Format

There is now a variety of **formats** available to the producer. These are:

- Two five-minute **packages** and a studio discussion with two guests
- Two ten-minute packages
- One twenty-minute package

Content

All documentaries must be based on the highest journalistic standards and deal with the subject matter appropriately and interestingly. They should also, where possible, try to avoid being too serious. Their approach should be innovative and include interviews with people who are interesting and little out of the ordinary. Editors should make use of all the tools that sound engineers have available. All programmes commissioned by London 1 will be subject to the relevant guidelines, including the Editorial Guidelines. Copies of these guidelines can be accessed on www.London1/info/guidelines.

Area that London 1 is looking at for documentaries in the next four months

Music based: Madonna, Duffy, U2, Dr Dre, Coldplay, Green Day, Usher, Rick Rubin, Elbow.

Social issue-based: The environment; World Aids Day; back to school/university/work; life changes; how Christmas can be very stressful for lots of reasons; families, expectations, eating disorders, depression; there are also the recurrent themes of mental health, exam revision, and career decisions and choices.

Additional Requirements

Details of **cues**, billings and support material are outlined in a separate document that can be accessed on London 1's commissioning website:

www.london1/icommissioning/

Price

The cost of a London 1 documentary is around £3,000, though some budgets are subject to foreign travel, and are likely to be higher.

Commissioning process

To formally submit a proposal, please complete the proposal by midnight, 16 May. The commissioning Team intends to communicate commissioning decisions by the beginning of June, and we plan to go on air from August through until early next year. We aim to give feedback to everyone who submits a proposal.



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Complete the following definitions using the words in bold in the commissioning brief.

- i. A pre-recorded radio item which can include all or some of the following things: interviews, comments, music: _____
- ii. Length and structure: _____
- iii. A digital medium that is distributed over the internet and can be listened to on a personal computer or portable media player: _____
- iv. Words said by a DJ/presenter to introduce and link segments/music _____
- v. A technique that uses social networks to promote a product; for example, friends forwarding a funny video clip by email _____

QUESTION FIVE (20Marks)

Choose ONE of the following tasks. Your answer should follow the instructions give, Use between 800 to 1000 words

Either

You see the following announcement in a telecommunications magazine.

KEEPING IN TOUCH

Are relationships with families and friends face-to- face contact with people under threat from increased use of modern technology such as social media and mobile phones?

Does this technology help or improve real communication or should we get out and meet each other more?

Write your article.

Or

You read the following announcement in a travel magazine



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TOURISM - IS GOOD OR BAD FOR YOUR REGION

Do you think there should be more or less tourism in your region? What benefits does the tourist industry bring your region?

What benefits does the tourist industry bring your region? What would be the disadvantages of increased tourism?

Write and tell us your opinion. We will publish the most interesting articles.

Write your article



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