



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR IN BROADCAST JOURNALISM

HBJ4306: BROADCAST NEWS PRODUCTION

END-OF-SEMESTER EXAMINATION

PROJECT

SERIES: APRIL 2025

TIME: 45 HOURS

DATE: APR 2025

Instructions to candidates

You should have the following for the examination

Examination Pass and Student ID

This paper consists of a practical project. Attempt the **project**.

Comprehensive Broadcast News Production

Project Title

Integrated Broadcast News Production: From Concept to Delivery

Objective

The project aims to assess students' ability to integrate the knowledge and skills acquired throughout the course by producing a professional-grade broadcast news package. This includes gathering information, scripting, recording, editing, and presenting news content for both radio and television, as well as creating a multimedia version for web publication.

Project Overview

Students will work in small teams (Media Houses) (5–6 members) to conceptualize, produce, and deliver a news package on a current or emerging topic of interest. The project must include:

1. **Radio Newscast** (2–3 minutes).
 2. **Television Newscast** (3–5 minutes).
 3. **Multimedia News Package** for web publication.
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Project Components and Requirements

1. Topic Selection and Research

- ✓ Choose a newsworthy topic relevant to the audience.
- ✓ Conduct in-depth research and interviews to gather necessary data.

2. Radio Newscast

- ✓ Write a concise script for a 2–3-minute radio segment.
- ✓ Include sound bites or interviews to enhance the piece.
- ✓ Record and edit the audio using professional standards.

3. Television Newscast

- ✓ Develop a storyboard outlining visuals and dialogue.
- ✓ Script a 3–5-minute segment incorporating B-roll footage, on-camera reporting, and interviews.
- ✓ Film and edit the segment, ensuring clarity, appropriate framing, and adherence to ethical guidelines.

4. Multimedia News Package

- ✓ Adapt content for web publication.
- ✓ Integrate text, images, video, and audio into a cohesive package.
- ✓ Ensure content is SEO-optimized with appropriate keywords and metadata.

5. Presentation and Delivery

- ✓ Present the radio and TV newscasts to the class.
- ✓ Submit the multimedia package via a designated online platform.

Assessment Criteria

The project will be graded on the following components:

1. Content Accuracy and Relevance (20%)

- ✓ Depth of research and accuracy of facts.
- ✓ Relevance and timeliness of the chosen topic.

2. Script Writing and Storytelling (20%)

- ✓ Clarity, flow, and creativity in writing.
- ✓ Adherence to broadcast writing styles.

3. Technical Quality (20%)

- ✓ Sound and video quality.
- ✓ Effective use of tools for editing and production.

4. **Presentation Skills** (20%)

- ✓ On-air delivery (voice modulation, pacing, engagement).
- ✓ Visual presentation for TV and multimedia content.

5. **Professionalism and Teamwork** (20%)

- ✓ Organization, time management, and role allocation.
 - ✓ Ethical considerations in news production.
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Submission Deadlines

- ✓ **Week 13:** Submit the final project (scripts, audio files, video files, and multimedia links) for evaluation.
- ✓ **Week 14:** Class presentations and peer review of projects.