



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4201: WRITING FOR ELECTRONIC MEDIA

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question ONE

- a) Discuss any FIVE radio Program formats (10 Marks)
- b) Explain how you would handle names, attribution, numbers and abbreviations in broadcast media (10 Marks)
- c) Headphones are not necessary equipment in broadcast program production. Discuss (6 marks)
- d) Discuss any THREE types of microphones. (6 marks)

Question TWO

You have been assigned to interview the immediate former Deputy President Rigathi Gachagua. Explain how you would prepare and conduct that interview. (20 marks)

Question THREE

Discuss any FIVE rudiments of news (20 Marks)

Question FOUR

Explain any FIVE broadcasting policies. (20Marks)

Question FIVE

- a) Define audience. (2 marks)
- b) Discuss THREE different types of audiences. (6marks)
- c) Discuss FOUR functions of a lead in news reporting. (12 marks)