



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM & MASS COMMUNICATION
HMC 4201: WRITING FOR ELECTRONIC MEDIA
END-OF-SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2HOURS

DATE: AUGUST 2024

Instructions to Candidates

It would be best if you had 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

- 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) Explain FIVE guidelines necessary for broadcast news writing. (10Marks)

Question TWO

- a) Describe the criteria for writing Electronic news (10Marks)
- b) Explain the 5Ws (10Marks)

Question THREE

- a) Explain FIVE Qualities of an Electronic Writer (10Marks)
- b) State FIVE elements of a story (5Marks)
- c) The following is a copy from a newspaper. Rewrite it into an electronic news story.

(5Marks)

“President Uhuru Kenyatta worried by attacks from Al Shabaab terrorists that continued to threaten the security of the people, Monday made broad security measures that he said would ensure safety of lives and properties.”

Question FOUR

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

Question FIVE

- a) Using illustrations, Explain the inverted pyramid news story structure (10Marks)
- b) List FIVE advantages of the inverted pyramid news story structure (5Marks)
- c) Explain the hourglass news story structure (5Marks)