



# TECHNICAL UNIVERSITY OF MOMBASA

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School of Humanities and Social Sciences

Department of Communication Studies

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**  
**/BACHELOR OF BROADCAST JOURNALISM**  
**HMC 4304: BROADCAST PRESENTATION TECHNIQUES**  
**END OF SEMESTER EXAMINATION**  
**SERIES: DECEMBER 2024**  
**TIME PRACTICAL PROJECT (4WEEKS)**  
**DATE: DECEMBER 2024**

## Instructions to Candidates

You should have the following for this examination  
PRACTICAL PROJECT INSTRUCTIONS

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### **TASK 1 (20 Marks)**

#### **TUMO RADIO NEWS SEGMENT (20Marks)**

TUMO Radio News is a daily **ONE-HOUR** event on TUMO Radio. Your listeners; the majority of whom are TUM students need to know current events, both for their University community and for the world around them. A campus news show is a way to communicate with the campus community of students, lecturers, staff, and parents. To enhance the information and look of the show you will include Weather, Sports, and a commentary called “**THIS IS THE WAY IT IS**” segment. Working in groups of **SIX** you will produce those segments to be rolled in during the news broadcast.

### **TASK 2 (20 MARKS) RADIO PROGRAM PRODUCTION** *(Individual Task)*

The candidate is required to plan and present an original 1-hour Radio program for TUMO Radio. You will decide on the program format you prefer. The program must be initiated by a typed proposal. The proposal must also indicate the topic, the intended presentation style and the



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proposed target audience. Additional paperwork to accompany the assignment must include a typed and timed studio script for your first show. Candidates will be assessed on their safe and competent use of studio and location equipment, professional performance across the whole assignment and the maintenance of all relevant paperwork. Candidates will also be assessed on the structure of the final piece in line with the brief.

### **TASK 3 (20MARKS)**

#### **TUMO TV NEWS SEGMENTS** (*Group of 6 Task*)

TUMO TV News is a daily event on TUMO TV. Your viewers; the majority of whom are TUM students need to know current events, both for their University community and for the world around them. Having a campus news show is a way to communicate with the campus community of students, lecturers, staff, and parents. To enhance the information and look of the show you will including Weather, Sports, Entertainment, and a commentary called “Here’s What I Think” segment. Working in groups of **FIVE** you will produce those segments to be rolled in during the news broadcast.

### **TASK 4 (20 MARKS)**

#### **TELEVISION PROGRAM PRODUCTION** (*Individual Task*)

Candidates are required to plan, produce and present an individual ONE HOUR minute speech-based TV discussion program. The piece must be initiated by a typed proposal/outline. This proposal must include research information on the subject and the identification of any potential contributors. There must also be an indication of the appropriate structure, its expected production style and design.

### **TASK 5 CRITICAL ANALYSIS (10Marks)**

Candidates will be required to write a short critical analysis of the finished piece under the following headings: technical operation, content, presentation and production, target audience. Candidates will be assessed on their safe and competent use of studio and location equipment, professional performance across the whole assignment and the maintenance of all relevant paperwork. Candidates will also be assessed on the structure of the final package relative to the program brief.



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## **SUBMISSION PORTFOLIO (10Marks)**

You will submit a portfolio of all the pieces of assignment in ONE folder. The Folder should contain the following:

1. Your Curriculum Vitae
2. REFLECTIVE ESSAY: a 750 word reflective essay on how you journeyed through all the tasks. It should address the following:
  - What your expectations were as you enrolled for this course
  - What you knew before you entered the class
  - What you found out
  - What new knowledge you have gained in the course
  - How you will use the knowledge in the field
  - What challenges you faced
  - How you resolved them
  - Conclusion
3. Evidence of research made on all the tasks
4. Proposals, which MUST indicate evidence of pitching, treatment, budgets and shooting schedules for each project
5. Scripts

**(10 Marks)**



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