



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 2109: WRITING FOR BROADCAST
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick DateAprPick Year

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) Explain any SIX characteristics in broadcast writing. (12 marks)
- b) Identify any FOUR characteristics of newsworthiness. (8 marks)
- c) Define the terms below as used in broadcasting:
 - i) Commercial (2marks)
 - ii) Documentary (2marks)
 - iii) Interview (2marks)
 - iv) Treatment (2marks)
 - v) News (2marks)

Question TWO

- a) Discuss 'Audience Analysis' as a requirement in scripting a Public Service Announcement. (4 marks)
- b) Describe the following formats for scripting a commercial. Cite relevant examples
 - i. Testimonial (4 marks)
 - ii. Dramatization (4 marks)

- iii. Music (4 marks)
- iv. Humor (4 marks)

Question THREE

Write a 20-second radio commercial for a cooking product. (20 marks)

Question FOUR

- a) Discuss the following in writing for the ear: (10 marks)
 - i) Simplicity
 - ii) Accuracy and research
 - iii) Gender
 - iv) The right word
 - v) Abbreviations
- b) Discuss PLOT as an element of playwriting. (10 marks)