



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: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick DateDec2024

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 the SIX key factors to consider when writing for ear and eye. (6 marks)
- b) Explain the THREE major types of radio interviews. (6 marks)
- c) Define the following terms. (10 marks)
 - i. Promo
 - ii. Discussion
 - iii. Feature
 - iv. Treatment
 - v. News
- d) Explain the FOUR commonly used script formats for television, radio, and film. (8 marks)

Question TWO

- a) Sound effects can be used for many purposes. Explain the SIX main uses. (12 marks)
- b) Briefly explain the following elements in production. (8 marks)
 - i. Full shot
 - ii. Cut

- iii. Segue
- iv. Blending

Question THREE

Explain the following concepts in broadcast news writing:

- a) Objectivity (12 marks)
- b) Accuracy (8 marks)

Question FOUR

- a) Discuss 'familiarization with product' as a requirement in scripting a commercial. (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)