



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: AUGUST 2024

TIME: 2HOURS

DATE: Pick DateAug 2024

Instructions to Candidates

You should have 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 – COMPULSORY

- a) Explain the following concepts in Broadcast Writing: (10 marks)
- i. SFX
 - ii. Story board
 - iii. Actuality
 - iv. Fade in
 - v. Close up

- b) Differentiate between single and double-column formats of script writing. (6 marks)
- c) Explain THREE characteristics of broadcast writing. (6 marks)
- d) Explain FOUR characteristics of a news story. (8 marks)

QUESTION TWO

Use the following story to write a radio news story of 70 to 80 words. (20 marks)

Mt Kenya ecologists research ways to save Bongo antelope

An elegant white-striped brown antelope that naturally is found only in Kenya could become extinct in years to come, unless local communities and nature enthusiasts scale up their efforts to conserve it.

Though the large horned antelope commonly known as Eastern Mountain Bongo once existed in huge numbers in 1970s within Mt Kenya, Aberdares and Mau forests, its population has declined terribly over the last 40 to 50 years. The total numbers left are mere 130 antelopes.

Kenyans, who live near the forests where the antelope thrived, admit the animal has become rare over time and many people especially those aged 30 years and below say they have never seen the antelope, nor are they able to identify it among other species. The International Union on the Conservation of Nature (IUCN) includes it on its red list as a “critically endangered” species.

Another conservation group African Bongo Foundation also reports about a huge decline of the Eastern Mountain Bongo population. Other bodies concerned with the potential risk to its extinction include the Rare Species Foundation, which notes that the antelope exists only in Kenya.

Only in Kenya is it found in natural habits; otherwise, few of them exist in zoos in UK and larger Europe where they were taken after live captures in Kenya. In Uganda the antelope once thrived, but it is reported to have become extinct, according to conservationists.

In Kenya, this Eastern Mountain Bongo species are estimated to be less than 60 antelopes in the wild while another 70 are being bred in captivity in Mt Kenya Wildlife Conservancy in Nanyuki. Recently the Conservancy released five of them back to Mt Kenya forest within the vicinity.

Deforestation, hunting, predators and excision of forests over the years are some of the factors to blame for the decline of its numbers despite its potential benefit to the local communities, the country at large and its capacity to attract international and local tourists.

Luckily, a coalition of local conservation groups concerned with the continued threats to the species existence have embarked on elaborate research in the South Western part of Mt Kenya in Nyeri County to ascertain their remnant population and also determine other feasible measures to reverse the decline.

“We have started engaging the local community and other conservation agencies as part of preparation for research on the current numbers of the antelope. After sensitization we will involve the community in the research process over the next two years,” Mr Solomon Muturi told this writer soon after a leaders engagement meeting. *(Story authored by Miano Kihu).*

QUESTION THREE

Using the story in Question 2 (above) write a radio PSA script whose aim is sensitize people on the need to conserve the Bongo antelope. Script length: 90 seconds. (20 marks)

QUESTION FOUR

You are required by your Television editor to do a news story on the new government action to crack down on questionable edible oils. Extracting relevant content from the story below, prepare a TV script in one page. It is up to you to think and suggest the kind of video clips that you would include to support the story. (20 marks)

The 10 brands of edible oils that KEBS has suspended

The 10 varieties of edible oils that Kenya Bureau of Standards has ordered removed from the market for non-compliance with set standards happen to be some of the most popular brands.

Many consumers and owners of eateries in Nairobi, Mombasa, other towns and rural households are normally used to specific brands largely out of habits and perception, a proven trend in the world of marketing fast moving consumer goods (FMCG) of which oils are one.

Now, the brands consumers including hotels and food outlets have to bear with the situation, as the KEBS requires the brands manufacturers Kapa Oil Refineries Ltd. Pwani Oil Products Ltd, Bidco Africa Ltd, and Menengai Oil Refiners Ltd to recall the said brands forthwith from the retailers.

The regulator has similarly informed the retailers through their national body RETRAK about the ban.

The ban remains in force until the four edible oil manufacturers comply with the prescribed Kenya and East Africa Standard on fortification of edible oils.

The standard called KE EAS 769: KS 2019 prescribes certain vitamins and minerals technically referred as “food vehicles” that must comprise part of ingredients of all edible oils marketed in Kenya and the East African Community jurisdiction.

The affected brands include the following: Bahari Fri and Gold n Pure Olive Gold, which are manufactured by Thika based Bidco Africa Ltd; Fresh Fri, Fresh Fri with Garlic Oil, and Fry Mate brands, which are manufactured by the Mombasa based Pwani Oil Products Ltd; Postman, Rina, and Tilly brands, which are manufactured by Nairobi based Kapa Oil Refineries Ltd; and

Lastly, Top Fry oil brand, which is a product of the Nakuru based Menengai Oil Refineries Ltd.

QUESTION FIVE

Writing for broadcast follows certain conventions since, unlike print where you write to be read, for broadcast you write for the ear and the eye. Giving examples, explain how the following aspects should be treated in news script writing: (20 marks)

- (a) Intros
- (b) Verbs
- (c) Word choice
- (d) Spellings
- (e) Numbers