



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4223: BROADCAST JOURNALISM

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) Explain the following terms:
- i) House style (2 marks)
 - ii) Background (2 marks)
 - iii) Beat (2 marks)
 - iv) Fade (2 marks)
 - v) Freelance (2 marks)
- b) You are doing a story of a group of people who died of food poisoning. Identify and justify the relevant places you would visit before compiling the story. (5 marks)
- c) Distinguish between informative and interpretive interviews. (4 marks)

- d) Explain how materials published on the internet or aired through electronic media can lead to contempt of court. **(6 marks)**
- e) Highlight **FIVE** factors that limit press freedom. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss the **FOUR** normative theories of the press. **(20 marks)**

QUESTION 3

- a) Discuss the role of the broadcast reporter in the society. **(10 marks)**
- b) There are several factors that determine whether or not information is newsworthy. Discuss **FIVE** such factors. **(10 marks)**

QUESTION 4

- a) Media audiences, make use of the media to satisfy various needs. Discuss these needs as identified by McQuail. **(10 marks)**
- b) Explain the steps you would take to ensure that you effectively cover a press conference. **(10 marks)**

QUESTION 5

- a) Social media is the latest addition in the field of broadcasting and communication. Although it shares many characteristics of other media, it has qualities that make it unique. Discuss **FIVE** such qualities. **(10 marks)**
- b) Broadcast outlets can be sued for defamation explain the essential elements of defamation. **(10 marks)**