



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 4211: WRITING FOR ELECTRONIC MEDIA

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***

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Routine sheet (2 marks)
 - ii) Treatment (2 marks)
 - iii) Summary (2 marks)
- b) The style of writing for the ear and eye is very different from print. Explain **SIX** factors to be considered when writing for the ear and eye. (12 marks)
- c) Discuss the importance of ‘exposition’ in playwriting. (4 marks)
- d) Identify any **FOUR** sources of news. (4 marks)

- e) Explain the purpose of a promo for a radio station citing relevant example. **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain the following techniques showing how they apply in control room operations and editing:
- i) Dissolve **(2 marks)**
 - ii) Wipe **(2 marks)**
 - iii) Key **(2 marks)**
 - iv) Cut **(2 marks)**
 - v) Split screen **(2 marks)**
- b) Write a short script indicating the use of music as ‘bridge’, ‘sound effect’ background or mood. **(10 marks)**

QUESTION 3

Write a 45 seconds news story around the following facts:

- a) TUM has just been purchased by the Aga Khan Foundation;
 - b) The purchase price is \$100, million;
 - c) The purchase becomes effective on January 1 of the coming year;
 - d) Your institutions Chancellor has assured that “the purchase of this institution will not affect the high quality of our curriculum in any way; in fact, it will strengthen it with an immediate infusion of (\$50 million) for new academic programs and faculty”.
 - e) Any additional material to write the story.
- (20 marks)**

QUESTION 4

- a) Outline the basic script format guideline as suggested by the Writer’s Guild of America. **(12 marks)**
- b) Outline the process of scripting a documentary program. **(8 marks)**