



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMP/R 2)

BMC 2113: WRITING FOR BROADCAST

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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 (Cmpulsory)

QUESTION 1

- a) Explain the **TEN** characteristics of aural writing. (20 marks)
- b) Write short notes on the following:
- i) Grammar (3 marks)
 - ii) Verbs (3 marks)
 - iii) Simplicity (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Identify any **EIGHT** control room techniques that have been used in the script provided. (8 marks)
- b) Explain how any **SIX** of the techniques identified in 2 a) above have been used in the script provided. (12 marks)

QUESTION 3

- a) Define the following terms:
- i) Outline (2 marks)
 - ii) Scenario (2 marks)
 - iii) Voice over (2 marks)
 - iv) Segue (2 marks)
- b) Outline the basic format guidelines as suggested by the writer's Guild of America. (12 marks)

QUESTION 4

- a) Write short notes on the following:
- i) Audience analysis. (4 marks)
 - ii) Familiarization with the product. (4 marks)
 - iii) Appeals (6 marks)
- b) State any **SIX** sources of news. (6 marks)

QUESTION 5

- a) Outline the process of scripting a feature program. (8 marks)
- b) Explain any **SIX** guidelines for scripting. (12 marks)