



# 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**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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 (Compulsory)

### QUESTION 1

- a) Explain the **TEN** characteristics of aural style. (20 marks)
- b) Define the following terms: (10 marks)
- i) Lead
  - ii) Pan right
  - iii) Segue
  - iv) Summary
  - v) Routine sheet

## SECTION B (Attempt any TWO questions)

### QUESTION 2

- a) Explain the **SEVEN** basic structural standards of an interview programme. (14 marks)
- b) Explain the **THREE** major types of broadcast interviews. (6 marks)

### QUESTION 3

- a) Define “Feature”. (2 marks)
- b) Outline the process of writing a documentary programme. (14 marks)
- c) State any **FOUR** differences between a feature and a documentary. (4 marks)

### QUESTION 4

- a) i) Define “play”. (2 marks)
- ii) Briefly explain the concepts of play writing. (14 marks)
- b) State **TWO** differences between a Commercial and a P.S.A. (4 marks)