



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

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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 following terms:

- i) Beat (2marks)
- ii) Defamation
(2marks)
- iii) Feature
(2marks)
- iv) Exclusive
(2marks)
- v) Off the record
(2marks)

- b) Identify and explain the two main news categories. **(6marks)**
- c) Distinguish between emotional and informative interviews. **(10 marks)**
- d) Discuss 4 factors you would bear in mind while conducting news interviews. **(4marks)**
- e) Distinguish between the authoritarian and the libertarian theory of the press. **(6marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Discuss the nature/characteristics of news. **(12marks)**
- b) Explain the functions of the press in today's society. **(8marks)**

QUESTION 3

- a) Describe the role of 10 crew members in a television studio. **(10 marks)**
- b) Copyright is an area of law that deals with the protection of intellectual or artistic property and broadcasting content falls in this category. Discuss the rights that a broadcaster enjoys as the owner of the copyright. **(10 marks)**

QUESTION 4

Explain 10 qualities of a good broadcast reporter. **(20 marks)**

QUESTION 5

- a) State 6 functions of the media council of Kenya . **(6marks)**
- b) Explain 3 situations under which a journalist can be found to be in contempt of court. **(6marks)**
- c) All journalists are guided by a code of ethics. Discuss the ethics of journalism. **(8marks)**