



# 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:** 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) State any SIX basic principles of radio script writing (6 marks)
- b) Explain the THREE types of appeal that can be used when scripting a commercial or announcement. (6 marks)
- c) State any FOUR sources of news stories. (4marks)
- d) Explain the THREE major types of interviews approaches used in Radio and Tv broadcasting. (6marks)
- e) There are five basic microphone positions. Explain any TWO mic Positions. (4marks)
- f) Identify any FOUR classic components of play structure. (4marks)

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 2**

- a) Discuss 'Audience Analysis' as used in commercial writing. (6 marks)
- b) Define 'PSA'. (2 marks)
- c) Discuss any FOUR major format types for PSAs. (12marks)

### **QUESTION 3**

- a) Briefly discuss how you would prepare for scripting of an interview program. (10marks)
- b) Discuss the general approach of doing a discussion program. (10 marks)

### **QUESTION 4**

- a) Explain at least SIX factors that would make story news worthy. (12marks)
- b) Discuss 'Objectivity' as used in news writing. (8 marks)