



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

[A Constituent College of JKUAT]

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**DIPLOMA IN MASS COMMUNICATION (DMAC/Sept 011 – DMP/R II)
YR I, SEM II**

BMC 2113: WRITING FOR BROADCAST

END OF SEMESTER EXAMINATION

SERIES: APRIL 2012

TIME: 2 HOURS

Instructions to Candidates:

Answer question **ONE** and any other **TWO** questions

This paper consist of **TWO** printed pages

SECTION A (Compulsory)

Question 1

- a) Define 'Broadcast writing' (2 marks)
- b) Explain any **SIX** basic guidelines in scripting (12 marks)
- c) State any **EIGHT** characteristics of aural writing (8 marks)
- d) Write a short notes on 'Personality' in news writing (8 marks)

SECTION B (Attempt any TWO Questions)

Question 2

- a) (i) Define commercial (2 marks)
(ii) Explain the **THREE** major types of appeals that are used when writing a commercial or Announcement (6 marks)
- b) Describe the following formats for writing a commercial or announcement.
 - (i) Testimonial (2 marks)
 - (ii) Dramatization (2 marks)
 - (iii) Straight sell (2 marks)
- c) Explain 'Audience analysis' (6 marks)

Question 3

Outline the structure of an interview programme. (20 marks)

Question 4

- a) Define 'Documentary' (2 marks)
- b) (i) Outline the process of scripting a feature programme (16 marks)
(ii) State any **TWO** similarities between a feature and documentary (2 marks)

Question 5

Write a 30 seconds news script using the provided newspaper clip as a source (20 marks)