



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMC)

WRITING FOR BROADCAST

MODULE I EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions. Attempt **three** questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 The National Museums of Kenya has contracted you to write a T.V script for one of its landmark historical sites in Kenya. Write a **FIVE** minutes script. (30 marks)
- Q.2 Interviewing is perhaps the most important skill in pursuit of journalism.
- (a) Define an 'Interview'. (1 mark)
- (b) State and explain any **TEN** tips of interviewing for Broadcast. (19 marks)
- Q.3 When writing for Broadcast the “emotional appeals” are the most potent weapons in grabbing the attention of the viewers. State and give relevant examples of any **EIGHT** Emotional appeals. (20 marks)
- Q.4 Highlight **TEN** principles of News Writing for broadcast. (20 marks)
- Q.5 Explain the differences between Broadcast News stories and Print News stories. (20 marks)