



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES AND CREATIVE INDUSTRIES**

**COURSE CODE: CMJ 3102**

**COURSE TITLE: WRITING FOR RADIO AND TV**

**DATE: 8<sup>TH</sup> APRIL, 2022**

**TIME: 1100-1300**

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**INSTRUCTIONS TO CANDIDATES**

- 1. Answer question 1 and any two in section B**

## **QUESTION 1**

- a) Explain your understanding of free press **(5 marks)**
- b) Any news story is usually divided into 3 main segments. State and explain this classification and what should not be overlooked when coming up with any story **(5 marks)**
- c) Njoroge a 3<sup>rd</sup>-year student studying writing for TV and Radio course, wants to write a television story, advise him on where he can find a story to write **(5 marks)**
- d) As a student studying Journalism explain how you will ensure that you have satisfied your professional commitment especially when you are writing for the ears and the eyes **(5 marks)**
- e) State and explain any 5 types of interviews mainly used in media houses **(10 marks)**

## **Section B**

1. From your experience of watching television or listening to the radio, name a program and explain how it illustrates the necessity of catching the listeners' or viewers' attention right at the beginning when they have the choice of switching to some other channel. **(20 marks)**
2. **Read the spoken discourse given below**, about the importance of the biodata, and identify the words and phrases and other aspects of language that strike you as 'spoken' rather than 'written'. "You see the one thing one should always remember the bio-data reaches before the person comes. So unless we do campus recruitment where also we do ask them to fill up personal data forms the individuals must always realize that the bio-data is going before he goes so the bio-data should be able to carry as much about the person as it can. (Pause) So while there are lots of bio-data we see where a lot of irrelevant information is given which doesn't impress at all –but a crisply presented bio-data which tells everything the interviewer would like to know about, is extremely important-format, the neatness, the details.**(20 marks)**
3. The main purpose of the intro or the lead is to make the reader want to read on, motivate them to move further into the news story, In this regard, there are several ways in which you can write your lead. At least state and explain TEN points on how to write an interesting lead. **(20Marks)**

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