



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF COMMUNICATION &
JOURNALISM**

COURSE CODE: CMJ 4102

COURSE TITLE: BROADCAST

ANNOUNCING

DATE: 30TH MARCH, 2022

TIME:0830-1030

FINAL PROJECT

Working in twos:

1. Write a copy for:

- a) a 1min radio sports announcement (5mks)
- b) a 1min radio news announcement. (5mks)

2. Record a presentation of the above announcements. (Note: each one of you should do one of the presentations. i.e., if one does the sports, the other will do the news announcement) (40mks)

Key points to consider:

- a) Overall presentation (confidence, sound + editing, team work, vocal pitch, articulation and pronunciation)
- b) Content (Script payout, intro, outro, call to action)

3. Do a 2-minute TV ad-lib on a topical issue affecting the youth (interview one another) (key points to consider: spontaneity, dressing, gesturing, posture, glances, make-up, articulation and pronunciation) (16mks)

4. All projects submitted in the correct format (4mks)

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