



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL SCIENCES &
CREATIVE INDUSTRIES
COMMON COURSE**

COURSE CODE: CMJ 3104-1

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

DATE: 15TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE and any other TWO questions

*This paper consists of **THREE** printed pages. Please turn over*

QUESTION ONE (30 Marks)

Royal media services, a reputable news media house has contracted to you to work as a reporter in one of its local language outlets. A new conference is convened and you are invited to attend.

- a. As reporter's day begins explain your expectations in the early morning news room conference. **(10marks)**
- b. Explain what you understand by the term "brief" in news context. **(1 mark)**
- c. Briefly explain what "a brief" contains. **(4marks)**
- d. Every reporter must have contacts book however problems are encountered when chasing news contacts, explain **(5marks)**

QUESTION TWO (10 marks)

- a. What is copy tasting **(2 marks)**
- b. Copy editors play a major functional role in producing an "eye and ear" pleasing contents. Explain why edit. **(8 marks)**

QUESTION THREE (10 Marks)

- a. What is transmission? **(2 marks)**
- b. Before transmission, a new caster, has to rehearse the news with producers. Why is this important? **(3 marks)**
- c. Equipment in transmission, (TX) studio are effective elements for news casting and relays. Write the roles of the following elements of transmission.
 - i. The lights **(1mark)**
 - ii. Monitors **(1 mark)**
 - iii. Microphones **(1mark)**
 - iv. A clock **(1 mark)**
 - v. Telephone **(1 mark)**

QUESTION FOUR (10 marks)

- i. Explain the following elements of news presentation.
 - a. Breathing **(1 mark)**
 - b. Emphasis **(1 mark)**
 - c. Pitch **(1 mark)**
 - d. Speed **(1 mark)**
 - e. Microphone technique **(1 mark)**
- ii. Write notes on
 - a. Sensationalism **(2 marks)**
 - b. Distortion **(2 marks)**
 - c. Multi-angled stories **(1 marks)**

QUESTION FIVE. (10 marks)

- a. Enumerate the qualities of a good radio/television news caster. **(5 marks)**
- b. Explain the principles of news presentation. **(5 marks)**

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