



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF COMMUNICATION AND
PUBLIC RELATIONS**

**COURSE CODE: CMM 418
COURSE TITLE: RADIO PRODUCTION
AND
PROGRAMMING**

**DATE: 18TH APRIL, 2019
1.00PM**

TIME: 11.00AM-

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO questions

1. a) You are a reporter working for Capital FM and your news editor has assigned to cover President Uhuru Kenyatta during the commissioning of a new building at the Masai Mara University (MMU). While observing all the rules of conversational writing, write a one-minute script out of the President's speech as attached below. (14 marks)

President Uhuru Kenyatta's speech courtesy of

Presidential Press Services (PPS)

Fellow Kenyans, it gives me great pleasure to be here today in my capacity as the President and as a person full of passion for higher education. It is indeed a great honor that I was asked to come and commission this great piece of architecture and I must admit that I am deeply humbled by the good work that has been done on this building. It is my sincere hope that other institutions of higher learning will emulate MMU in building and construction. As a token of appreciation, my office will give two master's degree scholarships to the first two students from the Building and Construction department at the end of the current academic year.

This is an important year in this country because we shall be going for elections and as we all know, elections can be

problematic because of the violence that we have experienced before. I would like to urge my fellow politicians not to incite innocent Kenyans but go about their campaigning business peacefully. This is a call for you, young people to be on the watch out for those leaders who only seek to incite instead of selling their political agenda. If possible, avoid such leaders because at the end of the day, we are Kenyans and we should remain united. On a sad note, I would like to pass my condolences to the families that have lost their loved ones in the many accidents that we have witnessed as a country in the past three months. I would like to urge drivers to be cautious as they do their job to safeguard human life. Road carnage is the number one killer in Kenya and we have to lay down all possible mechanisms to reduce this scourge. I would like to urge all traffic police officers to be vigilant and arrest all careless drivers and all un-road worthy vehicles. Finally, my government would like to urge the people of Turkana county to be patient as the Central Government will be holding a series of meetings with the Turkana County government to come up with a workable mechanism to ensure that locals will be given first priority when it comes to employing workers for the Oil exploration exercise that is taking place there. Thank you and God bless Kenya.

b) Explain the meaning of radio production (4 marks)

- c) Outline **four** basic weaknesses of Radio as medium of mass communication
(6 Marks)
- d) Outline **three** basic strength of Radio as medium of mass communication (3 marks)
- e) Explain any **three** types of radio found in Kenya.
(3 marks)
2. a) Explain the meaning of conversational writing (2 marks)
- b) List **four** basic conversational writing tips to be employed in broadcast (8 marks)
- c) Discuss **five** rules for conversational news writing in radio production (10 marks)
3. Explain the uses of any five radio studio equipment (20 marks)
4. a) Explain the term ethics as used in radio production (2 marks)
- b) Discuss key sources of ethics in society (8 marks)
- c) Discuss **five** ethical elements to consider when covering news for radio
(10 marks)

5. a) Explain the following types of leads that are used in radio news writing

- i. Throwaway Lead (2 marks)
- ii Umbrella Lead (2 marks)
- iii. Hard News Lead (2 marks)
- iv. Soft news Lead (2 marks)

b) You are a young investor intending to set up your own radio station in Nairobi. Discuss the challenges that you foresee in this venture.

(12 marks)

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