



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM

COURSE CODE: CMJ 3203

COURSE TITLE: BROADCAST NEWS PRODUCTION

DATE: 18TH APRIL, 2019

TIME: 8.30AM-10.30AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

1. You are in the newsroom and the university in your community has just received 10 million shillings to establish an e-library. In relation to your work as a reporter, answer the following:
 - a) List any 5 physical sources and 5 human sources you would consider. **(10mks)**
 - b) Explain why you chose each of your sources. **(10mks)**
 - c) List 5 questions you would ask each one of your sources and why. **(10mks)**
2. Explain the guidelines necessary for broadcast news writing. **(20mks)**
3. Using illustrations, describe the difference between a radio news script and a TV news script. **(20mks)**
4. Using examples, explain how the following formats are used in a Radio newscast
 - a) Wrap **(5mks)**
 - b) Reader **(5mks)**
 - c) Bulletin **(5mks)**
 - d) Package **(5mks)**
5. Imagine that you have been assigned to prepare a TV news package on the demolitions of buildings in your town. Explain how you will incorporate the following elements:
 - a) VO/SOT **(4mks)**
 - b) Actualities **(4mks)**
 - c) The lead **(4mks)**
 - d) Sound bite **(4mks)**
 - e) NAT sound **(4mks)**

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