



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF ARTS AND SOCIAL SCIENCES  
BSC COMMUNICATION & PUBLIC  
RELATIONS/JOURNALISM**

**COURSE CODE: CMJ 3107-1  
COURSE TITLE: ELECTRONIC NEWS  
GATHERING**

**DATE: 8TH DECEMBER, 2022**

**TIME: 1430-1630**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

### **Section A**

- I. The making of a television programme takes place according to specific steps. Explain the actions involved in making a Tv programme. **(5 marks)**
- II. Explicate the elements used in making various graphic elements **(5 marks)**
- III. There is a convention in the video, film and television industries which assigns names and guidelines to common types of shots, framing, and picture composition. with the statement above, explain the various types of shots used in electronic news gathering **(5 marks)**
- IV. A director may choose to move the action along by telling the story as a series of cuts, going from one shot to another, or they may decide to move the camera with the action. state the various methods one can use to achieve the above **(5 marks)**

### **Section B**

- I. A **filter** is a camera accessory consisting of an optical filter that can be inserted into the optical path. State and explain the most common lens filters that can be used to control brightness, colour, light quality, focus and resolution **(15 marks)**
- II. The hard news interview is often used to illustrate a bulletin or news item. It deals with essential facts or comments and reactions to those facts.
  - (i) Describe a hard news situation you might be sent to cover.
  - (ii) Identify the main person you need to interview that briefly
  - (iii) situation and explain why you have chosen that person.
  - (iv) Identify the five most important questions you would ask that
  - (v) person for your report. **(15 marks)**
- III. News is about action, so the script should be written in an active voice. In your answer booklets, re-write the following passive sentences as active sentences:
  - i)Emergency loans have to be used by hospitals.
  - ii)A significant funding boost is due to benefit schools.
  - iii) A schoolgirl's quick thinking prevented a potentially tragic accident.
  - iv) Sting's contributions to world music were acknowledged at the Brit Awards last night.
  - v) Lush's companies support the international climate change strike

**(15 marks)**

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