



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION &  
JOURNALISM**

**COURSE CODE: CMJ 4104  
COURSE TITLE: BROADCAST COMMERCIALS  
PRODUCTION**

**DATE: 16TH DECEMBER, 2022**

**TIME: 1100-1300**

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The student to produce either a 2-minute radio or TV commercial on **one** of the following products and services:

- a) A hospital offering cancer screening services.
- b) Maasai Mara university upcoming graduation.

### MARKS DISTRIBUTION

- a) A synopsis (3mks)
- b) A script (7mks)
- c) Commercial delivered in correct format (5mks)
- d) Elements to be considered for the final production (55MKS)

Elements	Distinguished (5)	Proficient (4)	Basic (3)	Below Expectation (2)
1. Overall Creativity	Completely original in composition and delivery, strong evidence of critical thinking skills.	(1) element is not original in composition and delivery, some evidence of critical thinking skills	(2) elements are not original in composition and delivery, little evidence of critical thinking skills	(3) or more elements are not original in composition and delivery, no evidence of critical thinking skills
2. Jingle	Brevity/simplicity (clear and concise). - Strong message that sums up the product/service. - Catchiness (can leave an imprint on the audience). - Pathos / positive emotional (connects on a positive emotional level with the audience through carefully selected music & verbiage) - Slogan line	Some extent of Brevity/simplicity - message barely sums up the product/service. - Almost catchy - Pathos / positive emotional - Slogan line	- No simplicity - message does not sums up the product/service. - not catchy - positive emotional - slogan line	- No simplicity - message does not sums up the product/service. - not catchy - not positive emotional - no slogan line
3. SFX (at	At least two of the	At least one of	None of the	Less than three

least three)	three SFX is self-created.	the three SFX is self-created.	three SFX is self-created.	SFX used.
4. Audio	<ul style="list-style-type: none"> <li>- Speech is easily heard and makes sense.</li> <li>- A logical order of information</li> <li>- Music is ducked and adds to the mood of the commercial.</li> </ul>	<ul style="list-style-type: none"> <li>- Some parts need to be rerecorded to give them better sound.</li> <li>- Sound levels need to be adjusted.</li> <li>- Needs to duck music.</li> </ul>	<ul style="list-style-type: none"> <li>- Music is hard to hear.</li> <li>- Order needs to change.</li> <li>Speed needs to be adjusted.</li> <li>- Background noises need lowering or omitting.</li> <li>- Needs to add music loops.</li> </ul>	Speech is too low to hear throughout the commercial.
5. Content & Theme	<ul style="list-style-type: none"> <li>- Makes sense and is correct.</li> <li>- Keeps to the theme.</li> <li>- Gives all the necessary information on the product/service.</li> <li>- Explains some point of the essential question of why the audience need the product/service</li> </ul>	<ul style="list-style-type: none"> <li>- Some information is given about the product/service.</li> <li>- More information is needed to relate his to the essential question as to why the audience need the product</li> </ul>	<ul style="list-style-type: none"> <li>- Needs to make sense.</li> <li>- Needs to check information.</li> <li>- Needs to stay on the theme.</li> <li>- Needs more information added.</li> </ul>	The content is to far off topic/theme and does not make any sense.
6. A call to action	<p>The prompt is stated very clearly (what the audiences need/should be doing and why they need to do so).</p> <ul style="list-style-type: none"> <li>- easy to understand and respond to.</li> </ul>	<p>-The prompt is somewhat clear.</p> <ul style="list-style-type: none"> <li>- not easy to understand and respond to.</li> </ul>	<p>The prompt is not clear, and not easy to understand and respond to.</p>	There is no prompt to act.
7. Relatable characters	<p>Should have the following (3) qualities.</p> <ul style="list-style-type: none"> <li>-Likeable characters,</li> <li>- someone the target audience might know, care</li> </ul>	has (2) elements	has (1) element	The characters used are not relatable and do not enhance the theme and storyline

	<p>about and want to copy.</p> <ul style="list-style-type: none"> <li>-The characters should enhance the theme and storyline used in the commercial.</li> </ul>			
8. Character dialogue	<p>Should have the following (5) elements:</p> <ul style="list-style-type: none"> <li>- there is sustained character dialogue</li> <li>- relationship between characters is relatable.</li> <li>- the language used is easy to understand and compliments the characters</li> <li>- the scenes used are relatable to the characters.</li> <li>- the characters used complement each other / storyline.</li> </ul>	has (4) elements	Has (3) elements	Has (2) elements
9. Relatable situation	<ul style="list-style-type: none"> <li>- Situation that the audience can relate to, making it easier to engage and care about the product/service.</li> <li>- The storyline and theme should enhance this by giving experiences the audiences are likely to have experienced or increase their desire to experience.</li> </ul>	<ul style="list-style-type: none"> <li>- Situation somewhat relatable</li> <li>- The storyline and theme to some extent enhances this by giving experiences the audiences are likely to have experienced or increase their desire to experience.</li> </ul>	<ul style="list-style-type: none"> <li>- Situation barely relatable. The storyline and theme do not enhance this by giving experiences the audiences are not likely to have experienced or does not increase their desire to experience.</li> </ul>	<ul style="list-style-type: none"> <li>- Situation not relatable.</li> <li>-The storyline and theme do not enhance this by giving experiences the audiences are not likely to have experienced or does not increase their desire to experience.</li> </ul>
10. Simple and upbeat storyline	The topic/theme is addressed in a creative and fun way. It goes beyond an ordinary	The topic/them is addressed in a somewhat creative and fun way. It is a strong	The topic/theme is addressed in an ordinary way. It meets the topic	The topic/theme is addressed in a dry and boring way. It barely

	presentation and captures attention of the audience.	presentation topic and holds your attention.	expectations and holds your attention.	addresses the topic and does little to hold your attention.
11. Use of Imagery (Expression of ideas through images.)	The production demonstrates personal expression and originality in using images to enhance the information.	The production demonstrates some personal expression and uniqueness.	The production demonstrates very little personal expression and uniqueness.	The production includes no imagery.
<b>TOTAL</b>	<b>55</b>	<b>44</b>	<b>33</b>	<b>22</b>
OUT OF	70	70	70	70

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