



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF ARTS, SOCIAL SCIENCES,
HUMANITIES & CREATIVE INDUSTRIES**

COURSE CODE: CMJ 3104-1

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

DATE: 14/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

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). What do you understand by the term "brief" in news context.

(1 MARK)

c). Briefly explain what "a brief" contains. **(4MARKS)**

d). Every reporter must have a 'contacts' book. However, problems can be encountered when chasing news contacts. Describe these problems.

(5MARKS)

QUESTION TWO

a). What is copy testing **(3 MARKS)**

b). Copy editors play a major functional role in producing content that is pleasing to the "eye and ear". Explain how editing helps in achieving this.

(12 MARKS)

QUESTION THREE

a). What is transmission in? **(2 MARKS)**

b). Before transmission, a newcaster 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 equipment of transmission.

- a) The lights **(1MARKS)**
- b) Monitors **(1 MARKS)**
- c) Microphones **(1MARKS)**
- d) A clock **(1 MARKS)**
- e) Telephone **(1 MARKS)**

QUESTION FOUR

a). Explain the following elements of news presentation .

- Breathing **(2 MARKS)**
- Emphasis **(2 MARKS)**
- Pitch **(2 MARKS)**
- Speed **(2 MARKS)**
- Microphone technique **(2 MARKS)**

b). Write short notes on the following

- Sensationalism **(2 MARKS)**
- Distortion **(2 MARKS)**
- Multi-angled stories **(1 MARKS)**

QUESTION FIVE.

a). Enumerate the qualities of a good radio/television newscaster.

(5 MARKS)

b). Explain the principles of news presentation.

(10 MARKS)

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