



MASEÑO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FIRST YEAR SECTION SEMESTER EXAMINATIONS FOR THE DEGREE MASTER OF ARTS IN COMMUNICATION AND MEDIA TECHNOLOGY STUDIES

CITY CAMPUS

AMS 810: BROADCAST MEDIA WRITING

Date: 2nd December, 2016

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.

1. a. What is programme format in broadcast writing (5 Marks)

~~b. Identify any five programme formats and, using relevant examples, explain their role in radio and television production?~~

(15 Marks)

2. Identify four characteristics of broadcasting and explain why they are significant to a broadcast writer in the development of news stories

(20 Marks)

3. Using examples, discuss why broadcast writing styles are vital in the development of media content?

(20 Marks)

4. a. Briefly explain why 'writing for the ear' is an integral part of broadcast media

(5 marks)

b. Illustrate five factors to be considered when writing a Radio Newscast

(15 Marks)

5. Critically examine the qualities of a broadcast writer and explain why they are important in the business of broadcasting?

(20 Marks)