

MAASAI MARA UNIVERSITY

**EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

***THIRD* YEAR/ *first* SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 323**

**COURSE TITLE: FEATURE WRITING**

**ALREADY DONE**

**DATE: 13TH JULY, 2017 TIME: 1430 – 1630HRS**

**INSTRUCTIONS TO CANDIDATES**

1. Produce TWO 5minute radio features
2. Each feature should tell a different story

**Guidelines:**

1. The features should adhere to all the phases of audio production –Preproduction, Production and Post production.

GRADING

The project will be graded out of marks points with each commercial accounting for 15 marks.

**25-30** Your project is flawless and ready for broadcast. It exhibits extraordinary creativity. Its script and production demonstrate a deep understanding of the projects goal/s and mastery of the acquired skills. It engages the listener. It is memorable and outstanding.

**20-25** Your project is excellent, broadcast quality and engaging. It exhibits high levels of creativity and mastery of acquired skills. It is interesting and engaging to the listener.

**15-20** Your project is good. It has minor scripting and production flaws.

**10-15** Your project has met all the requirements but has one or more scripting and production flaws. Your project lacks creativity and is not very engaging.

**5 -10** Your project exhibits significant scripting or production flaws. It also fails to meet the required timelines.

**0 – 5** Your project fails to meet scripting, technical and production requirements. Your project fails to meet the timing requirements.