

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 327 FINAL PROJECT**

**COURSE TITLE:WRITTEN MODES OF COMMUNICATION II**

**DATE: DECEMBER 2016 TIME:**

**INSTRUCTIONS TO CANDIDATES**

1. Produce TWO 30 sec radio commercials
2. Each commercial should exploit a different appeal

**Guidelines:**

1. The commercials 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.