

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2018/2019

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION**

**HSC 2401 : BROADCAST WRITING AND PRESENTATION**

**DATE: APRIL 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

**TWO QUESTIONS.**

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**QUESTION ONE (30 MARKS)**

(a) Discuss with an example what a biographical documentary is. [10 marks]

(b) Explain the various ways you would make your broadcast copywriting effective.

[10 marks]

(c) Discuss the effective presentation skills, mandatory for a newscaster. [10 marks]

**QUESTION TWO (20 MARKS)**

(a) Explain factors to be considered in broadcast while setting programme objectives.

[10 marks]

(b) With examples, discuss the features of radio that make them effective. [10 marks]

**QUESTION THREE (20 MARKS)**

(a) There are various subgenres of talk shows. Discuss any two while using examples.

[10 marks]

(b) Broadcast news reporting starts by gathering raw information from various sources. Discuss any type of “Beat”. [10 marks]

**QUESTION FOUR (20 MARKS)**

(a) With current examples, discuss the radio news documentary. [10 marks]

(b) In detail state and explain the various ethical issues facing broadcast journalists.

[10 marks]

**QUESTION FIVE (20 MARKS)**

(a) Discuss characteristics of effective broadcast advertising copy. [6 marks]

(b) State and discuss any type of a feature by highlighting its characteristics.

[10 marks]