

CHUKA



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**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS (COMMUNICATION AND MEDIA)**

COMM 360: WRITTEN COMMUNICATION FOR BROADCAST

STREAMS: B.A (COMM & MEDIA) Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 19/12/2012

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

Attempt Three questions in all.

Question One is compulsory and carries 30 marks

Respond to any two questions from Section B.

SECTION A

1. (a) You are a health reporter for your television station. Use the below information to write a 30- to 60-second TV script for your 'Health Matters' slot to be aired on the 9pm news. [15 marks]

Health Matters

VO/SOT

Interview with Miriam Migele / Patient

“It’s very hard to walk. It’s hard to go shopping. It’s hard to stand on your heels because your heel is always in pain. I tried stretching exercises, shoe insets, anti-inflammatory drugs, even cortisone shots. The only thing that really worked was wearing a very low heel and a shoe with lots of room for my toes. It only took a few minutes to get used to it, and I’m walking without pain for the first time in months.”

Interview with Dr. Adeline Bukachi / President, East African Podiatric Society

“It’s not normal to have foot pain. It’s not a normal part of aging. Probably in my practice, it’s 2 to 1 female to males. Part of that is because of footwear. Women wear shoes that have narrow toeboxes, high heels that do lend themselves to more foot problems.”

VIDEO (each shot is ten seconds long, you can use each for less):

CU Foot sliding into low-heeled pump

CU Foot sliding into high-heeled shoe

LS Rack of women's shoes

MS Backs of women looking at shoes on display

XCU Tilt from heel to ankle on a high-heeled shoe

Clip from "Sex and the City" Courtesy DSTV. Two characters looking in a shop window. One says, "I want those shoes. I don't care if it busts the budget or my ankles."

YOUR REPORTER NOTES:

A new report from the East African Podiatric Society estimates up to 75 percent of East Africans will experience foot pain at some point in their lives. The report is scheduled to appear in *Foot & Ankle International*, the official research publication of the African Orthopedic Foot and Ankle Society. The report says most foot and heel pain can be remedied by a podiatrist or a change in footwear, and surgery rarely is required. Gary Odom, executive director of the Kenyan Podiatric Medical Association, responds to your phone call. He is unavailable for an interview, but says the numbers are consistent with what he sees in his practice in Nairobi. He says the cultural attraction to high-heeled pointy-toed women's shoes is a foot health time bomb.

- (b) The following are examples of broadcast leads. Use each lead to explain what makes broadcast writing style different from stories written for newspapers. [20 marks]
- (i) The F-B-I agent in charge of the Nairobi U-S Embassy bombing investigation has been promoted.
 - (ii) Prosecutors want more time to build a case against a city official accused of a 10-million-shilling fraud.
 - (iii) A U-N representative calls the overflow of refugees from Serb-toppled Srebrenica (SRE-BRE-NIT-SAH) an example of human misery.

SECTION B:

2. Your work in an advertising agency. You have been commissioned by a client to design a radio advertisement for a new brand of spaghetti.
 - (i) Briefly discuss any two types of appeals you could use when designing the commercial. [10 marks]
 - (ii) Write a 30-second radio commercial script for the product. [10 marks]
3. You are the writer-interviewer for an interview show. You will be interviewing a professor in your faculty on his latest book about soap operas.

(i) Prepare a script outline with intro, outro transitions, appropriate questions and follow-up questions for a 15 –minute interview with the author about the book. [12 marks]

(ii) What techniques will you use to ensure a successful interview? [8 marks]

4. You are the Public Relations Officer for a stock brokerage firm. You have been requested to come up with a training video to be shown to the firm’s staff giving them tips on how to maximize stock sales. Describe the steps you would take to develop the video. [20 marks]
