



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

### SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION & MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY (MAIN CAMPUS)

#### AMT 209: WRITING FOR ELECTRONIC MEDIA

Date: 23<sup>rd</sup> July, 2013

Time: 11.00 a.m.- 1.00 p.m.

#### INSTRUCTIONS:

- ◆ Answer Question ONE (COMPULSORY) and any other TWO questions.



[MAIN CAMPUS]

INSTRUCTIONS: ANSWER THREE QUESTIONS IN TOTAL INCLUDING QUESTION NO. 1

1. Every media house strives to produce own programs for their audiences.
  - [a]. Explain reasons for producing such programs. (24 marks)
  - [b]. In detail, explain some of the information technology based formats of radio programmes. (6 marks)
2. Explain the nervousness behaviours of an interviewee and how to make him/her feel comfortable. (20 marks)
3. Describe some of the callers you would avoid in a call-in program. (20 marks)
4. [a]. Explain the reasons for writing a proposal. (10 marks)  
[b]. Briefly explain the components of a well written proposal. (10 marks)
5. Explain role of any two of the following in broadcast media. 20 marks]
  - Producer
  - Director
  - Floor Manager
  - Make-up Artist