



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE CERTIFICATE IN COMMUNICATION AND MEDIA
(CITY CAMPUS)

ACJM 0013: WRITING FOR BROADCAST

Date: 22nd July, 2013

Time: 9.00 – 11.a.m.

INSTRUCTIONS

- ◆ Answer Question ONE and any other TWO questions.

ACJM 0013: WRITING FOR BROADCAST.

Instructions: Answer QUESTION ONE and any other two.

1.
 - i) Differentiate between Print Media and Broadcast Media (2 Marks)
 - ii) Briefly explain five types of broadcasting. (10 Marks)
 - iii) State six advantages that broadcast media has over print media. (6 Marks)
 - iv) Explain six factors that form the criteria for news story selection. (6 Marks)
 - v) With suitable examples list six areas where news stories can develop from. (6 Marks)
2. Write the following piece of information as news for broadcasting. (20 Marks)

Obama sacks tax boss as scandals rage.

After days under siege Obama has sprung into action to confront three alleged scandals that Republicans are slamming as evidence of abuse of power and cover ups. In a multipronged attack on Republicans, the president is acting amid incoming fire over the assault last year on a US mission in Libya, the targeting of conservative groups by tax officials and a Justice Department trawl of reporters on phone records. On a day of high drama yesterday, the White House released 100 pages of emails which it said debunked Republican charges that it had covered up the true circumstances of last year's Benghazi attack which killed four Americans.

Then, he sacked the acting head of the internal Revenue Service and pledged full cooperation with congress over claims that the agency had unfairly investigated right-wing groups hostile to his White House. And he also backed a "reporter shield" bill designed to strengthen the rights of journalists as a firestorm intensified over the government's seizure of Associated Press reporters call logs. He sought to portray himself as decisive and with nothing to hide, as he sought to sweep away several days of political wobbles which left his administration under siege. After meeting senior Treasury aides he appeared in the eastroom of white house just in time for evening news programs to announce the acting head of IRS Steven Miller was out.

"Given the controversy surrounding this audit, It's important to institute new leadership that can help restore confidence going forward," he said. Obama who has dismissed Republican attempts to link him to the scandal at the independent agency, also pledged to work directly with congress as it carries out oversight into the matter. He said that abuses that were revealed by the report written and presented to him by the government watch dog on Tuesday were "inexcusable."

"Americans have a right to be angry about it, and I am angry about it," he said after meeting with top Treasury Department officials.

3.
 - a) Define the types of interviews below and in each case give an example of a situation in which the interview can be used. (14 Marks)
 - i) Informational

- ii) Investigative
- iii) Interpretative
- iv) Personal
- v) Emotional
- vi) Vox pop
- vii) Grabbed.

b) Explain six factors a reporter should consider when setting up an interview. (6 Marks)
(broadcast?)

4. With suitable examples indicate how you would write statements falling into the following categories for broadcasting purposes. (20 Marks).

- i) Ambiguous statements
- ii) Inverted sentences
- iii) Unfamiliar words
- iv) Attributions
- v) Quotes
- vi) Pronunciation
- vii) Abbreviations
- viii) Use of pronouns
- ix) Figures
- x) Punctuation