



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY**

CITY CAMPUS

ADJM 0105: WRITING FOR BROADCAST MEDIA

Date: 23rd November, 2016

Time: 9.00 – 12.00 noon

INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions.



DIPLOMA 1ST YR 2ND SEM

ADJM 0105 WRITING FOR BROADCAST MEDIA

ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS. 2hours

- 1.(a) Write a television commercial script of between 200-250 words. (20 marks)
- (b) Identify any five techniques of gathering information used by broadcast media writers
(10 marks)
2. (a) With examples, explain any five types of interviews used by broadcast media journalists.
(10 Marks)
- (b) Explain any four ground rules that can be adopted by a journalist during an interview
(8 Marks)
- (c) Define an interview (2 Marks)
3. (a) With examples, explain any five types of feature stories in broadcast media(10MRKS)
- (b) Distinguish between news and broadcast feature stories (10 marks)
4. (a) State and explain the objectives of writing for broadcast media (8 Marks).
- (b) List and explain how you would handle a telephone interview (10 Marks)
- (c) As a journalist how would ensure you maintain your contacts after an interview(2MARKS)
5. (a) Explain the importance of scripts in broadcast media (6 marks)
- (b) Outline the steps involved in writing a script (14 Marks)