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MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN COMMUNICATION & MASS MEDIA
(CITY CAMPUS)

ADJM 0110: EDITING FOR BROADCAST MEDIA

Date: 18th August, 2013

Time: 2.00 – 4.00 p.m.

Diploma 2nd year 1st semester

ADJM 0110 EDITING FOR BROADCAST MEDIA

Answers question ONE and any other TWO questions. Duration 2Hrs

1. a) Using relevant examples, explain how the following elements make up the definition of a script.(6mks)
 - i. Audio
 - ii. Lingual
 - iii. behavioural

b) Explain using examples the difference between a single column script and a double column script. (8mks)

c) What are the stages one has to go through when writing a script? (16mks)

2. What factors does a script writer need to consider when choosing a title for his script. (20mks)

3. As a news reporter for Nam Lolwe TV station, you have been assigned to produce a documentary on the hyacinth manifestation on Lake Victoria. Prepare a double (2) column script you will use. (20mks)

4. Use relevant examples to explain the factors to consider when scripting for children. (20mks)

5. a) Define the term 'production schedule'. (3mks)

b) Identify the information likely to be found in a production schedule? (7mks)

c) During broadcast production what would form part of the production paperwork? (10mks)