



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF ARTS IN  
COMMUNICATION AND MEDIA STUDIES**

**CITY CAMPUS – REGULAR**

**AMS 810: BROADCAST MEDIA WRITING**

Date: 9<sup>th</sup> June, 2017

Time: 2.00 - 5.00pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.



1. a. Discuss five factors a broadcast writer Must consider for effective television news cast writing. (10 Marks)

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b. Explain the criteria that broadcast writers apply in the selection of content to be aired on radio and television stations. (10 Marks)

2. Identify five programme formats and demonstrate how they play a significant role in the segmentation of audience for radio and television production. (20 Marks)
3. Writing a good broadcast copy is the foundation of attracting and retaining an audience. Using examples of five Leads explain the above statement? (20 Marks)
4. Describe how a broadcast writer would go about developing a good broadcast copy using the six Cs of broadcast media. (20 Marks)
5. Clearly outline five qualities a broadcast writer should have in effectively executing hi/her duties in a radio and television station. (20 Marks)