



GRE TSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2021 SEMESTER

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

COURSE CODE: DJMC 020

COURSE TITLE: BROADCAST JOURNALISM

DATE: 10 MAY 2021

TIME: 11:30 AM - 2:30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Radio has come from far too where it is right now. Explore the history of radio in Kenya [10 Marks]
- b) For a Tv to function there are must be key personnel involved. Describe some personnel found in TV [10 Marks]
- c) Elaborate on any three main challenges facing broadcast journalism in Kenya. [6 Marks]
- d) In broadcasting we have two main types of news. Using examples, illustrate these types of news [4 Marks]
- e) Highlight five main guidelines when writing broadcast news. [10 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) You have been hired as Executive Personnel to oversee all aspects that circles the production and programmes on television. What are some of the qualities that best suits you? [10 Marks]
- b) Elaborate on five main steps taken when developing TV program proposal. [10 Marks]

QUESTION THREE

- a) Broadcasting in Kenya has for the longest time been guided by some ethical codes. With great specificity what are some of the ethical codes put into practice? [10 Marks]
- b) From your own view as a communication student, analyze the future of broadcasting in Kenya. [10 Marks]

QUESTION FOUR

- a) Elaborate different News Sources in Broadcast Journalism. [10 Marks]
- b) Video production relies more on the kind of creativity a good camera person may apply when on location. Elaborate different kinds of shots that one can use [10 Marks]

QUESTION FIVE

- a) You have been hired as a senior production manager at Protel studios and have been tasked to market and know the best media to sell your content to. What are some of the considerations you will put in place when selecting a media station? [10 Marks]
- b) Highlight five main advantages of broadcast journalism as compared with print journalism. [10 Marks]

QUESTION SIX

- a) You have just been hired as a news presenter, demonstrate five qualities that you need to possess to be considered a good news presenter [10 Marks]
- b) Discuss five main news values that determine news content. [10 Marks]