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UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COURSE CODE: JMB 411

COURSE TITLE: NEWSPAPER PRODUCTION FOR ELECTRONIC MEDIA

DATE: 16TH NOVEMBER, 2022

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

a) Briefly explain the following terms used in electronic media production. (15 marks)

- i. Scoop ii. Sound bite iii. OB iv. Tripod v. Source

b) According to Swaleh Mdoe (2019) "Image is everything to an anchor or anyone appearing on TV." As an image consultant outline an advisory for both male and female anchors appearing on TV. (15 marks)

QUESTION TWO (20 MARKS)

a) Discuss working guidelines for an editor in a broadcast house. (10 marks)

b) Explain key news sources for a television. (10 marks)

QUESTION THREE (20 MARKS)

a) Explain as a presenter how you will grab viewers' attention on television. (10 marks)

b) Discuss what you should avoid in an interview as an interviewer on a television. (10 marks)

QUESTION FOUR (20 MARKS)

Identify and discuss media laws and regulations in broadcast industry in Kenya. (20 marks)

QUESTION FIVE (20 MARKS)

a) Discuss key principles of Radio Writing Techniques. (10 marks)

b) Explain relevant qualities of a good radio and TV journalist. (10 marks)

QUESTION SIX (20 MARKS)

Broadcast media are increasingly facing challenges from Digital, mobile and social media environment. Discuss these challenges and opportunities available in this new era of technology.