



DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS204

COURSE TITLE: BROADCAST NEWS GATHERING, WRITING AND REPORTING

EXAM DATE: TUESDAY

DURATION: 3 HOURS

TIME: 11:00AM-2:00PM

INSTRUCTOR: Ms. Hilda Kamau

DAY

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- **This Exam Script has TWO (2) Sections.**
- **Section “A” is COMPULSORY.**
- **Answer any THREE questions in section “B”**

SECTION A (COMPULSORY)

1. a) Writing for radio and television is different from writing for print for several reasons. Discuss **three** reasons why this is the case. **[6marks]**
b) All words in broadcast news copy, with a few exceptions, must be spelled out. Using relevant examples explain why words should be spelled out. **[2 marks]**
c) Discuss how you would handle attribution when you are writing a broadcast story. **[2marks]**

SECTION B (ANSWER ANY THREE QUESTIONS)

2. Broadcast news writing uses different sentence structure from print journalism. You must learn to write in a more direct and conversational style.

a) How would you use active voice when writing a broadcast copy? **[2marks]**

b) There are some instances when passive voice is preferred over active voice. Briefly explain two such instances. **[2marks]**

c) Rewrite the following sentences to active voice in broadcast writing:

i) Wine is drunk on New Year's Eve. **[2marks]**

ii) These blenders are used to mix the ingredients. **[2marks]**

iii) The management team will remove large chunks of asbestos-laden material from the hallways on the second and third floors. **[2marks]**

3. a) Much of the daily work of the journalist requires asking people for information, and therefore mastery of interviewing techniques is essential. Identify two kinds of interviews you would conduct as a reporter.

[2marks]

b) For effective interviews, several principles underlie the various techniques the reporter uses. Demonstrate four principles that you would use during an interview. **[8marks]**

4. You have just been employed at XYZ station and you have been sent out to look for a news story. As a journalist, discuss the five areas where you would source for new story giving examples of the types of story they might provide. **[10marks]**

5. a) With **three** points justify the importance of objectivity in a news report. **[6 marks]**

b) State and explain two types of journalistic writing where subjective writing would be appropriate. **[4 marks]**