

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

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 writing a broadcast story. **[2marks]**

SECTION B (ANSWER ANY THREE QUESTIONS)

2. Explain any five methods of news gathering you can employ while reporting about the corona virus. **[10 marks]**

3. You are a reporter for “PAC TV” and your producer has assigned you the responsibility to produce feature stories around the subject of domestic violence. Use relevant examples to explain five ethical guidelines you will observe. **[10 marks]**
4. Based on different criteria, leads can be classified in various ways. Explain any five kinds of leads. **[10 marks]**
5. 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]**