



PAN AFRICA CHRISTIAN UNIVERSITY

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION**

SEPTEMBER – DECEMBER 2017

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS204

**COURSE TITLE: BROADCAST NEWS GATHERING, WRITING AND
REPORTING**

EXAM DATE: MONDAY 11th DECEMBER 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- **Answer question 1 and any other two questions**
- *ALL PAC University's examination rules and regulations apply.*

ROYSAMBU CAMPUS

QUESTION 1

- a) Outline the role of following personnel in broadcast news.
 - i) News Director (2marks)
 - ii) Lighting Director (2marks)
 - iii) Camera operator (2marks)
 - iv) News Reporter (2marks)
 - v) Multimedia Designer (2marks)
- b) Explain five points of divergence between radio and television as media for broadcast news. (10marks)
- c) Describe the following stand-up segments as used in broadcast news.
 - i) Full-length segment (3marks)
 - ii) Openers (2marks)
 - iii) Bridges (2marks)
 - iv) Closers (3marks)

QUESTION 2

Broadcast news is so transient that a news producer should devise techniques and strategies for sustaining, retaining and maintaining viewer and listener interest. Using example, justify any five of these strategies. (20marks)

QUESTION 3

News values are a major component of broadcast news. Discuss five ways in which they determine the writing and broadcast of a news story. (20marks)

QUESTION 4

Distinguish the following terms used in radio and television news

- i) Voice over and Vox pop (4marks)
- ii) Insert and cross-fade (4marks)
- iii) Jingles and Station ID (4marks)
- iv) Promo and commercial (4marks)
- v) Signature tune and Sign posting (4marks)

QUESTION 5

Using examples, explain five rules and regulations used in broadcast news scripting. (20 marks)

=Ends=

PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS
END OF SEMESTER EXAMINATION FOR BACHELOR OF ARTS IN
COMMUNICATION

JMS 204: BROADCAST NEWS GATHERING, WRITING AND REPORTING
(MARKING SCHEME)

QUESTION 1

- a) Broadcast personnel
 - News Director- Directs TV news and gives news bulletin a perspective
 - Lighting director- controls the lighting crew.
 - Camera man- Operates the camera shots framing and angles
 - News Reporter- Writes detailed accounts of the news story.
 - Multimedia designer- Creates a platform for TV news text, pictures and sound.
- b) Points of divergence between radio and other electronic media
 - Radio is a blind medium while TV is both sound and visual
 - Radio is portable TV is not
 - TV is expensive, Radio is affordable
 - TV requires power while Radio uses the dry cell
 - TV requires concentration to watch while radio is a personality
- c) Camera segments
 - Full- length- It's an entirely on-camera reporting during national holidays or football events.
 - Openers- It's a shot of the reporter on camera at the very start of a package.
 - Bridges- Comes somewhere in the middle of the package
 - Closers- Comes at the tail of a package and thus includes the reports sign-off.

QUESTION 2

Techniques for retaining, sustaining viewer/listener interest

- Choice of articulate news anchor
- Use of inserts such as sound bites and reports.
- Audience involvement through contributions and feedback
- Use of topical issues
- Use of live formats such as interviews
- Write news in a conversational style

QUESTION 3

- a) Student argument
- b) News values
 - Through timeliness
 - Through the accuracy of news
 - Through the unusualness of news
 - Through objectivity of news

- Through the news nearness

QUESTION 4

- Voice over refers to the voice behind the pictures while voxpop is a street interview.
- Insert is an independent item used in a program while cross-fade refers to the fading out of the old source while fading in the new source.
- Jingles refer to a short music identifying the station while the station ID is the station slogan.
- Promo is a persuasive message designed by the station to promote its programs or activities while the commercial is a persuasive message designed to sell a product.
- Signature tune is the identifying music in a program while sign-posting providing links by the presenter in a program.

QUESTION 5

- Use of slugs
- Write in conversational style
- Spell out the abbreviations
- Use titles before the names
- Use first and last names of people in the news.
- Use present tense throughout the story

=Ends=