



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER

**SCHOOL OF SCIENCE AND INFORMATION SCIENCE
BACHELOR OF SCIENCE IN INFORMATION SCIENCE**

**COURSE CODE: INS 3105
COURSE TITLE: RADIO AND TELEVISION
COMMUNICATION**

DATE: 13TH DECEMBER 2018

TIME: 1100 – 1300HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

1. a) Broadcast news writers make use of the conversational style or what we refer to as “language style” in regard to the fact that broadcast news serves a purpose different from print. Discuss any TEN guidelines to a typical broadcast style of writing. **15 marks**
b) As broadcast journalist, explain the structure of a broadcast news story. **15 marks**
2. As an information manager of the newly established MMU Tv station and tasked to recruit reporters, explain the any TEN qualities that you will be looking for in the reporters to be recruited. **20 marks**
3. With the use of examples, discuss any FIVE guidelines in attributing information when writing for broadcast. **20marks**
4. MMU is looking for a broadcast reporter for its newly established media organization and they have shortlisted you as one of the interviewees. Briefly explain to the panel the criteria you will use to selecting broadcast stories. **20 marks**
5. Identify and discuss any FIVE types of interviews commonly conducted in the Kenyan broadcast media. **20 marks**

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