



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
FOURTH & THIRD YEAR SECOND  
SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION AND  
PUBLIC RELATIONS  
REGULAR EXAMINATIONS**

**COURSE CODE: CMM 417/CMJ 3206  
COURSE TITLE: NEWS WRITING FOR  
ELECTRONIC**

**MEDIA**

**DATE: 23<sup>RD</sup> APRIL 2019  
11.00AM-1.00PM**

**TIME:**

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**INSTRUCTIONS TO CANDIDATES**

Answer question ONE and any other TWO questions

This is a practical exam that seeks to test paralinguistic skills, script writing, lead writing, audio/sound editing and recording.

Awarding of marks will be based on a student's ability to use paralinguistic skills when reading a radio script, clarity of recorded program, proper laying of beds (background music), and synchrony of beds with the recorded audio proper editing. The examiner will also be looking for the student's ability to write for the ear as a technique for radio writing. The examiner will also be looking at news and general writing skills because the recorded material will have to be uploaded onto a blog.

**Instructions:** Ensure that a complete news program is written on a script, recorded edited and uploaded onto a blog

1. Record a complete news program that will seek to inform your listener about current affairs.  
(40 marks)
2. Scripting: Ensure the use of the present participle tense when writing your lead, the use of conversational writing and the use of descriptive words in your script  
(30 marks)

**//END**

