

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
MASTERS IN JOURNALISM AND MASS COMMUNICATION**

**MJAC 816: RADIO AND TV WRITING (45/15 C.F 3.0)**

**STREAMS: SB**

**TIME: 3 HOURS**

**DAY/DATE: WEDNESDAY 7/4/2021**

**2.30 PM – 5.30 PM**

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**INSTRUCTIONS:**

- Answer Any **Three** Questions.

1. You are the communications officer for your organization and have been tasked with producing a training video for the use of new laboratory equipment. Outline the steps you would take to fulfill your brief. [20 Marks]
  2. “ Well written scripts make people look and sound better on camera. “ Elaborate on what makes for a well written script and highlight the impact of poorly written scripts on news anchors or presenters in contrast. [20 Marks]
  3. You want to pitch a radio magazine programme to your local station. Write a brief proposal. [20 Marks]
  4. You are at a conference on the state of the media programming in Kenya. One of the speakers states that “ Kenyan television drama lacks a convincing narrative arc.” Evaluate this statement and argue for your standpoint on the issue. [20 Marks]
  5. When it comes to children’s programming social responsibility is key. You work in the acquisitions department of a television station. Outline the principles you would follow in selecting children’s programming to air at your station. [20 Marks]
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