

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA**

COMM 360: SCRIPT WRITING

STREAMS: Y3S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 06/12/2018

2.30 P.M – 4.30 P.M

INSTRUCTIONS

- **Question one is compulsory . Answer question one and any other two questions**

1. Audiovisual scripts seek to adhere to a conversational style. Why is this style important and how would you achieve it? [30 marks]
2. With the aid of examples, explain the following aspects when writing for broadcast media:
 - (a) How to quote sources [5marks]
 - (b) How to properly use names ,ages and titles [5 marks]
 - (c) How to deal with time references [5 marks]
3. Explain the differences between the following:
 - (a) Actuality and sound bite [5 marks]
 - (b) TRT and story time [5 marks]
 - (c) Outcue and tag [5 marks]
 - (d) SOT and VO [5marks]
4. Write a script for a 60- second feature story for television. The topic is how streets are named in your community. Imagine you have your choice of visuals to work with.

[20

marks]

5. You are the writer in a regular show on your campus radio that focuses on income generating activities by the youth . This week, you interviewed a teenage girl who sells groundnuts. Write a script for a 90-second radio feature on this story. Imagine you have your choice of audio material to work with. [20 marks]
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