COMM 361

CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION**

COMM 361: TELEVISION PRODUCTION

STREAMS: BA (COMM & MEDIA) Y3S1   **TIME: 2 HOURS**

DAY/DATE: FRIDAY 07/12/2018   **2.30 P.M. – 4.30 P.M.**

INSTRUCTIONS:
- **Answer three questions**
- **Question one is compulsory**
- **Write legibly**
- **Exam cheating is a serious offense**

SECTION A: 30 MARKS

1.   (a)   Using illustrations where possible describe the three basic TV production phases.

[10 marks]

      (b)   Assume you are the news director of a station in a medium-sized town of about 150,000 people. The day's top local stories include:

      (i)   A popular downtown restaurant fails its second public health inspection

      (ii)   A local soccer club could win its 100th game in tonight's opener

      (iii) The town's secondary schools have more than the normal 10% of untrained teachers due to a teacher shortage

      First, determine which stories are most important and decide the order of newscast. Second, decide what to do with a breaking story of the death of

the   region's governor. Where does it go among your lead stories and why.
How long   should it be for a four- minute news hole? What will be the fate of
other stories?

[20 marks]

SECTION B (40 MARKS)

2.   In television news, the direct quote from a source is in the form of a soundbite.
        Demonstrate the importance of writing a good intro into and exit out of the soundbite so
        the comments make sense to viewers   [20 marks]

3.   Television news is often criticized for being too shallow. Discuss the idea of news
        convergence and its potential to replace news delivery as it is now   [20 marks]

4.   The 4x3 aspect ratio and the small screen of the standard television receiver are the ideal
        combination for CUs and ECUs of people's heads. Justify   [20 marks]

5.   Using an illustration demonstrate how the triangle lighting system operates in a television
        studio   [20 marks]