

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

**COMM 360: SCRIPT WRITING**

**STREAMS: COMM Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 29/03/2021**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

- **Attempt question ONE and any other TWO.**
- **The exam takes TWO hours.**
- **In all questions you are expected to expound on key points and other examples.**
- **Ensure your ideas are well organized and in legible handwriting.**

**SECTION A (COMPULSORY-ANSWER ALL QUESTIONS IN SECTION A)**

**QUESTION ONE**

- (a) Describe five elements for which it is considered that no effective news story can be without. Support your answers with examples. (10 marks)
- (b) Write a radio news script from the provided story. (20 marks)

**QUESTION TWO**

Prepare a 30 seconds public service announcement (PSA) to sensitize Kenyan citizens to take Huduma number. Describe three appeals the PSA can use to the target audience. Include a story board for it. (20 marks)

**QUESTION THREE**

Design an outline of an interview with the Minister of Interior and National Coordination Dr. Fred Matiangi on the Huduma number campaign. It should have an intro and outro. (20 marks)

**QUESTION FOUR**

Prepare an outline of a documentary about a social, political or cultural subject of your choice. (20 marks)

**QUESTION FIVE**

Script an outline of a six-minute human interest radio news feature aimed at championing the ongoing sensitization about Covid-19 pandemic by WHO and the Ministry of Health. (20 marks)

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