

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**COMM 361: TELEVISION PRODUCTION**

**STREAMS: B.A**

**TIME: 2 HOURS**

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

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

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

**SECTION A: 30 MARKS**

1. (a) Describe FIVE basic TV production stages. (10 marks)
- (b) There was a time when television revolved around a single screen. With the evolution of the omni platform environment evaluate the new trends of TV storytelling. (20 marks)

**SECTION B: 40 MARKS**

2. The approach of a TV news story structure is linear. Lead is very short. It is only a scene setter. Compare and contrast writing news for print media with scripting for Television. (20 marks)
3. Television stations in Kenya are often criticized for being too shallow, elitist, unprofessional and promoting good looks at the expense of development communication. Are you for or against this statement? Discuss. (20 marks)
4. Possibly the most embattled film makers in Africa are Kenyan players. It is for this reason that many Kenyan films make headlines at film festivals and other professional gathering abroad, but are virtually unknown at home. Assuming that you are the new CEO of Kenya Film Classification Board what solutions would you offer to arrest this situation? (20 marks)

5. The web as a social technology gives viewers for the first time the chance to get involved in production and handling of content. Analyze the influence of interest and new communication technology on TV as a mass medium. (20 marks)
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