

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DIPLOMA JOURNALISM AND MASS
COMMUNICATION**

DJMC 0121: SCRIPTING FOR RADIO AND TELEVISION

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer ALL question in section A. Answer ANY TWO questions in section B

Do not write on the question paper

SECTION A (30 MARKS)

1. With the aid of examples, explain the following aspects when writing for broadcast media:
 - (a) How to quote sources [5 marks]
 - (b) How to properly use names, ages and titles. [5 marks]
 - (c) How to deal with time references. [5 marks]
2. Write a script for a 60- second story to be aired on Chuka TV at 7p.m. The topic is insecurity in the Chuka area. [15 marks]

SECTION B

3. 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 student who sells bags. Write a script for a 90 second radio feature on this story. Assume that you have your choice of audio material to work with.
[20 marks]
4. (a) Differentiate between a feature and a documentary. [5 marks]

(b) Describe any two kinds of documentaries. [8 marks]

(c) Outline any seven characteristics of strong feature stories. [7 marks]

5. You have been commissioned by Chuka Hospital to make a PSA showing how to protect oneself against COVID-19 . Explain the steps you would take in preparing the PSA.

[20 marks]

6. (a) Discuss the important points to keep in mind when writing for children.

[15 marks]

(b) Discuss the differences between writing news scripts and writing sports scripts.

[5 marks]
