

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0121: SCRIPTING FOR RADIO AND TELEVISION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 20/09/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS

■ Answer three questions

1. (a) Explain reasons why writing for radio and television is different from writing for print. [10 marks]
(b) Transform the attached article into a 2- para radio news script. [20 marks]
2. A radio news reporter should strive to ensure that an audience listening to their story is taken at the scene. Discuss. [20 marks]
3. State and explain 10 considerations in writing for radio and television. [20 marks]
4. (a) Define the following terms as used in script writing. [10 marks]
 - (i) Actuality
 - (ii) Soundbite
 - (iii) Voice over
 - (iv) Tag
 - (v) Total running time
(b) Using relevant examples, explain the logic behind having a blind lead in. [10 marks]
5. Evaluate characteristics that distinguish feature stories from hard news stories.

[20

marks]
