

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**DJMC 0227: STUDIO PROCEDURES II (TELEVISION)**

**STREAMS: Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 6 /07/ 2021**

**2.30 PM – 4.30 PM**

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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) Demonstrate how television is a popular and powerful medium which plays a central role in the multimedia environment in the present-day world.[10 Marks]

(b) The approach of a TV news story structure is linear. Establish your understanding of this statement by writing a 45 –word TV story of your choice with an insert. [20

Marks]

**SECTION B: 40 MARKS**

2. There was a time when television revolved around a single screen. With the evolution of the omni platform environment, television storytelling can be splashed across multiple screens simultaneously. Discuss. [20 Marks]

3. With the development of the 24-hour news cycle and dedicated cable news channels, the roles of both news anchor and the producer evolved. Evaluate this statement.[10 Marks]
4. Analyze the influence of internet and new communication technologies after Covid-19 such as zoom on TV as a mass medium. [20 Marks]
5. Televisions's future is a mystery. It is not easy to predict the future of TV. Are you for or against this assertion? [20 Marks]

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