

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0227: STUDIO PROCEDURES II (TELEVISION)

STREAMS: DJMC Y2S2

TIME: 2 HOURS

DAY/DATE: MONDAY 22/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

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

SECTION A: 30 MARKS

1. (a) The conceptualization phase of TV production is where the bulk of the creative work is completed. Explain. (15 mark)
- (b) Write a news script of 150 words with three news items for this evening's TV newscast. (15 marks)

SECTION B: 40 MARKS

2. In television news, the direct quote from a source is in the form of a sound bite. Demonstrate the importance of using news makers' voices in broadcast media. (15 marks)
3. Most entertainment audiences on television are exposed occasionally to obscenity and sexual innuendos in both music and advertising. What guidelines should govern nudity in television broadcasting? (20 marks)
4. Television news in Kenya is often criticized for being too narrow, choosy, unprofessional and promoting cat walk. Argue for or against this public disapproval? (20 marks)

5. The possibility that TV will either become extinct or evolve into a new species depends on the creativity of journalists and media owners. Discuss. (20 marks)
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