



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 : WEDNESDAY 22 /09/ 2021

8.30 AM – 10.30 AM

INSTRUCTIONS TO CANDIDATES:

- Answer Three Questions.
- Question one is compulsory
- Write legibly
- Exam cheating is a serious offense

SECTION A : 30 MARKS

1. (a) Pre-Production is the planning and preparation stage of filmmaking. Explain.
[10 Marks]
- (b) The approach of a TV news story structure is linear. Demonstrate 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. Cinematography is all about the art of visual storytelling. Aside from skillfully operating a camera and setting up the lighting for every scene, it involves controlling what the viewer sees and how the image is presented to them. Analyse this statement. [20 Marks]

3. 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 television broadcast.
20 Marks]
4. 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.[20 Marks]
5. Television news in Kenya is often criticized for being too shallow, elitist, and unprofessional and promoting 'cat walk. Discuss. [20 Marks]

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