

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION

DJMC 0121: SCRIPT WRITING FOR RADIO AND TV

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/04/2023

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and any other TWO questions

1. (a) While identifying TWO benefits associated with it, demonstrate your understanding of a blind lead in by writing a two PARA radio news script.
[20 marks]
(b) Explain reasons why writing for radio is different from writing for TV. [10 marks]
2. Discuss SIX key considerations in writing for radio and TV. [20 marks]
3. Using relevant examples, discuss [20 marks]
 - (a) Copy tasting
 - (b) Balance tasting
 - (c) Scoop
 - (d) Total running time
 - (e) Voice Over
4. Transform the attached newspaper story in a Three paragraphs broadcast news story.

marks]

[20

DJMC 0121

5. A radio and TV reporter should strive to write news stories in a conversational style.
Evaluate this statement. [20 marks]
-