

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
BACHELOR OF COMMUNICATION AND JOURNALISM**

COMM 360: WRITTEN COMMUNICATION FOR BROADCASTING

STREAMS: BA (COMM)

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer Three Questions**
- **Question One is Compulsory and carries 30 marks**
- **All other questions carry 20 marks each**

Question One

- (i) What in your view makes television content glamorous? [10 marks]
- (ii) Explain how television writing style differs from that of radio. [10 marks]
- (iii) Distinguish broadcast programming from programme scheduling. [10 marks]

Question Two

Explain the following broadcast terminologies

- (i) Dialogue [4 marks]
- (ii) Scene setting [4 marks]
- (iii) Theme [4 marks]
- (iv) Characterisation [4 marks]
- (v) Live broadcast [4 marks]

Question Three

Discuss the main consideration of a television programme proposal. [20 marks]

Question Four

Identify five key television personnel and clearly explain three roles for each. [20 marks]

Question Five

Outline and explain five basic screen writing formats for television broadcast. [20 marks]
