

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN

DJMC 0123: PHOTOJOURNALISM

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Answer any three questions**
- **Question one is compulsory**
- **Write legibly**
- **Examine cheating is a serious offence**

Section A : 30 MARKS

1. (a) Using relevant examples distinguish photojournalism from any other professions of or involved in recording still images and videos. [10marks]
- (b) Using illustrations show how a television camera converts an optical image into electric signals that are reconverted by television set into visible screen images. [20marks]

SECTION B : 40 MARKS

2. Compare and contrast modern day camera with the human eye. [20marks]
3. The zoom is an alternation into the focal length of the lens, thus it is possible to tighten up a short. The best zoom usually goes unnoticed because it does not call attention to itself. Explain this statement. [20marks]

4. The area covered in the shot determines what and how much the audience should see. It fixes the size of the subject shown in the frame in relation to the overall picture frame and through all these help to qualify the space. Discuss. [20marks]
 5. With the invention of Photoshop and other photo editing programs, product validity has become an issue. Media managers struggle with this today due to its varying nature. The ability to take a newsworthy photograph no longer lies with professional photographers. The explosion of convergence media has made it possible for the 'average Joe or Jane ' to take professional pictures; adapting each image to fit a particular communication style. Assess the statement above. [20marks]
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