

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: THURSDAY 06/04/2020

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** questions
- Question **ONE** is compulsory
- Write legibly
- Exam cheating is a serious offense

SECTION A (30 MARKS)

1. (a) Describe the basic television studio layout. [10 marks]
(b) Describe the four basic TV production phases. [12 marks]
(c) The approach of a TV news story structure is linear. Demonstrate your understanding of this statement by writing a 52 word TV story of your choice. [8 marks]

SECTION B (40 MARKS)

2. Television has challenged traditional forms of communication. Today, both people and advertisers prefer TV as a favorite medium. Justify the statement above. [20 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 electronic media? [20 marks]
4. Television news in Kenya is often criticized for being too shallow, elitist, and unprofessional and promoting 'good looks'. Argue for or against this 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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