

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS  
COMMUNICATION**

**DJMC 0227: STUDIO PROCEDURES II**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 01/02/2021**

**8.30 A.M – 10.30 P.M.**

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**INSTRUCTIONS**

- Answer three questions.
- Question one is compulsory.
- Write legibly.
- Exam cheating is a serious offense.

**SECTION A: 30 MARKS**

1(a) Describe FIVE production phases in TV production process. (10 marks)

(b) Write a news script of 150 words having three news items for this evening's TV newscast. (20 marks)

**SECTION B: 40 MARKS**

2. 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 broadcast media. (20 marks)

3. Television news is often criticized for being too shallow. How accurately is the society at large reflected in newscasts that consistently contain a high proportion of crime stories? Discuss.

(20 marks)

4. Television is a popular and powerful medium which plays a central role in the multimedia environment in the present-day world. (20 marks)

5. With the development of the 24-hour news cycle and dedicated cable news channels, the role of the anchor evolved. (20 marks)

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