

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0227: TELEVISION PRODUCTION

STREAMS: DJMC

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

11.30 A.M. –1.30 P.M.

QUESTION ONE IS COMPILSORY

SECTION A

1. Although digital media attracts an always-on audience across an array of devices that are efficient in targeting and micro-targeting, the major sites in any category still cannot match the size of television audience. Discuss. [20MARKS]
- b. Explain FIVE key personnel involved in television news production. [10MARKS]

SECTION B

2. Demonstrate your understanding of camera movements by discussing at least FIVE of them. [20MARKS]
3. The contemporary audience members are no longer tied to the strict programing schedules of television stations. Explain the reason for this .[20MARKS]
4. Discuss 3 stages of Television production and the activities involved in each stage. [20MARKS]
5. Analyze the benefits that come with the use of Video-on-Demand platforms to access content. [20MARKS]

