

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 360: SCRIPT WRITING

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer Question **ONE (Compulsory)** and any other **TWO** Questions

QUESTION ONE-COMPULSORY-30 Marks

- a. With the aid of your own hypothetical stories, demonstrate your understanding of the following aspects when writing for broadcast media. (10 marks):
 - i. How to attribute sources [3 marks]
 - ii. How to properly use names and titles [4 marks]
 - iii. How to deal with time references [3 marks]
- b. Translate the provided six print stories into TV news stories. In your response provide appropriate: (20 marks)
 - i. Sound bites (5marks)
 - ii. TRT and story times (5 marks)
 - iii. Outcue (5 marks)
 - iv. SOT and VO (5 marks)

QUESTION TWO -20 MARKS

Design a 45 second advert (ad) of a product or service of your choice. The ad should be accompanied with a story board. (20 marks).

QUESTION THREE-20 MARKS

Prepare an outline of an interview you are planning to have with the former Vice-President and Foreign Affairs minister of Kenya, Hon. Stephene Kalonzo Musyoka on the war in the Middle East and its likely effects on Africa. (20 marks).

QUESTION FOUR-20 MARKS

Prepare an outline for a TV documentary program titled, “State of Corruption in Kenya.” (20 marks).

QUESTION FIVE-20 MARKS

Translate the attached newspaper stories to a TV news story. (20 marks)
