

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

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

DJMC 0121: SCRIPT WRITING

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 09/04/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- Answer three questions
- Exam cheating is a serious offence

QUESTION ONE IS COMPULSORY

SECTION A 30 MARKS

1. a. Audio-visual scripts seek to achieve a conversational style. Discuss. (20 marks)
b. Define the following terms.
 - i. Scoop
 - ii. Story time
 - iii. Total running time
 - iv. Cue-in
 - v. News peg

SECTION B 40 MARKS

2. Analyze why brevity is an important factor when writing news scripts for newspaper with regard to advertisements. (20 marks)
3. Editing of news scripts is a confrontation. Explain. (20 marks)
4. Critically analyze the differences between a radio and a Television script. (20 marks)

5. Using relevant examples in each, discuss 10 considerations in writing for radio and
Tv. (20 marks)

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