

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
EXAMINATION FOR THE AWARD OF BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

COMM 361: TELEVISION PRODUCTION

STREAMS: B.A JM

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

8.30 A.M. –10.30 A.M.

INSTRUCTIONS

- 1) Three questions
- 2) Question one is compulsory
- 3) Write legibly
- 4) Exam cheating is a serious offense

SECTION A: 30 MARKS

1(a). Most Background actors are familiar with the production stage of filmmaking, but there's more to making a movie and TV show than just filming. Validate how the post-production stage is where the bulk of the creative work is completed. (10 marks)

(b). The approach of a TV news story structure is linear. Demonstrate your understanding of this statement by writing a 70-word TV story of your choice with a voice-over. (20 marks)

SECTION B: 40 MARKS

2. When choosing a video production company to work with, make sure they push the need for a sound technician from your first meeting and the sound kit they use. If their standard approach is to just let the camera microphone do all the work, then walk away – fast. Validate this statement. (20 marks).

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3. Film making is all about the art of visual storytelling. Aside from skillfully operating a camera and setting up the lighting for every scene, it involves controlling what the viewer sees and how the image is presented to them. Discuss. (20 marks).

4. The increased use of digital imaging has changed the work of many camera operators. Many prefer using digital cameras because these instruments give them more perspectives. Digital cameras have also changed the job of some camera assistants. Analyze this statement. (20 marks)

5. Possibly the most embattled film makers in Africa are Kenyan players. It is for this reason that many Kenyan films make headlines at film festivals and other professional gatherings abroad, but are virtually unknown at home. Assuming that you are the new CEO of Kenya Film Classification Board what solutions would you offer to mitigate this situation? (20 marks)
