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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
JOURNALISM AND MASS COMMUNICATION**

COURSE CODE: JMC 423

COURSE TITLE: RADIO AND TV NEWS

DATE: 20/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO THE CANDIDATE

Answer Question **ONE** and any other **TWO** Questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

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DATE: 20/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO THE CANDIDATE

1. News in both radio and Television helps us understand the World around us.
 - (a) Draw a two minutes TV news structure of a fatal accident which has occurred at Shimala Bandu in Kakamega that will run on MMUST TV at 9pm? (15 marks)
 - (b) Lurambi Member of Parliament arrives at Masinde Muliro University of Science and Technology. He is received by the Vice Chancellor. He is presiding over the launch of Huduma Open Day. The day is meant to allow Kakamega Residents access free dental check-ups and body check-ups from experts from the University. The MP says he will push for more funding for Universities. The event is sponsored by funds from donors and the School of Health and Sports Science. The area MCA urges for lowering of entry points to the University. The event culminates in a football match between students and staff at MMUST. The VC says the University is striving to build a harmonious relationship between the community and the students.

You have been assigned the responsibility to write the 7 pm news story from the above occurrences. Script a radio news story to be aired? (15 marks)
2. Citing relevant examples, discuss the application of Independence, Opportunity to reply, Accuracy and Fairness, Integrity and Obscenity, taste and tone in reporting of radio and Television news as envisaged in the Journalism Code of Conduct and Practice in Kenya? (20 marks)
3. (a) Discuss the principles of clear writing applied in both Television and Radio news? (10 marks)
- (b) Discuss the application of attribution in radio and television news writing? (8 marks)
- (c) What is a sound bite? How is it applied in broadcast news? (5 marks)
4. (a) Illustrate the various forms of reporting applied in radio and Television news? (14 marks)
- (b) News anchors play crucial roles in ensuring efficient delivery of news. State and explain tips one can apply in radio news presentation? (6 marks)
5. (a) Discuss the key elements of Television news items and reports citing relevant Kenyan examples? (15 marks)
- (b) What is editing in broadcast news writing? Discuss the process of editing radio and television news? (5 marks)
6. (a) Differentiate between Television news item and a report? (10 marks)
- (b) Discuss the key attributes of Television and Radio news stories? (10 marks)