



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

SEPTEMBER – DECEMBER 2017

CAMPUS: VALLEY ROAD

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS204

COURSE TITLE: BROADCAST NEWS GATHERING, WRITING AND REPORTING

EXAM DATE: TUESDAY 5th DECEMBER 2017

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer Question ONE and any other TWO Questions out of the FIVE provided.

QUESTION 1

- a) Distinguish the role of the following personnel in broadcast news.
 - i) Script writer and reporter (2marks)
 - ii) Director of photography and camera operator (2marks)
 - iii) Programmer and creative writer (2marks)
 - iv) Commentator and Voicer (2marks)
- b) Outline five weaknesses of radio over other electronic media. (10marks)
- c) Describe the following broadcast news formats
 - i) News briefs (3marks)
 - ii) News roundup (2marks)
 - iii) News bulletin (2marks)
 - iv) News headlines (3marks)

QUESTION 2

Broadcast news is so transient that a news producer should devise techniques and strategies for sustaining, retaining and maintaining viewer and listener interest. Using examples, justify any five of these strategies. (20marks)

QUESTION 3

News values are a major component of broadcast news. Discuss five ways in which they determine the writing and broadcast of a news story. (20marks)

QUESTION 4

Distinguish between the following terms as used in radio and television news:

- i) Voice over and Vox pop (4marks)
- ii) Insert and cross-fade (4marks)
- iii) Jingles and Station ID (4marks)
- iv) Promo and commercial (4marks)
- v) Signature tune and Sign posting (4marks)

QUESTION 5

Using examples, explain five rules and regulations used in broadcast news scripting. (20 marks)