



School of Communication and Languages

Department of Communication

January 2015 Semester

COM 263 ABTU: Writing for Broadcast

Final Exam

Instructions:

1. Answer questions as instructed.
2. The exam is **TWO HOURS** long.
3. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade.
4. Follow the instructions
5. Please write legibly

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION (Total marks 65)

Question 1

Read the extract from the Nation Newspaper and answer the questions

TUESDAY, MARCH 10, 2015

Drama as MCAs brawl over 'spy' in the House

It started with a man some MCAs described as a stranger joining in the press gallery at the Nakuru County Assembly.

One group of the ward representatives said to be opposed to Speaker Susan Kihika demanded that the man leaves, accusing him of having been sent to take photos of MCAs opposed to the speaker so she could punish them.

But another group of MCAs insisted that the man, said to be a police officer, stays.

It was when those opposed to Ms Kihika ejected the stranger that hell broke loose. A confrontation ensued as the MCAs supporting Ms Kihika and those opposed to her descended on each other. Some were bitten and punched while others were nearly strangled.

One MCA bit a colleague on the belly while another nearly strangled a member as fists flew.

Deputy Speaker Kipkoros Tuwei said to be supported by some MCAs in his war against Ms Kihika was knocked to the floor. It is said Mr Tuwei and the speaker do not see eye-to-eye which has divided the house in the middle.

The kind of drama witnessed was synonymous with the defunct local authorities where councillors would fight almost at will. And when the dust had settled, it was like an aftermath of a tornado, everything was all over the place.

Meanwhile, GSU officers were on guard outside to ensure the fight didn't spill to the streets.

Before brawl, the politicians traded insults, some using unprintable words. At some point, they sang the National Anthem and the emphasis was on the '*amani na uhuru*' part.

The madness went on for about 20 minutes when Ms Kihika walked in. She attempted to calm them down but the charged members would hear none of it.

- a) Write a compelling lead for television news broadcast from this print version
(5marks)
- b) Prepare an interesting TV news package script. Show what footage you would use to accompany your narration. Limit it to one minute and 30 seconds and include two sound bites.
(10 marks)
- c) Rewrite the story for a radio bulletin. Include an actuality
(5 marks)

Question 2

Simba Airlines, a new low-cost airline is looking to make its mark in the local market. The strategy is to provide an alternative for budget travelers across the East African Region by providing convenience and comfort at an affordable price.

Your Task: As the media planner, you have been asked to design an advertising campaign that will make Simba Airlines the airline of choice in the region.

- a) Prepare a 30-second TV Commercial Script and Storyboard for this campaign (10 marks)
- b) Briefly explain which persuasive appeal you would use to reach your target audience. (3 marks)
- c) Identify and briefly explain your target audience. (3 marks)
- d) In developing a campaign strategy to reach your target audience successfully, what TV or radio stations would you choose, and what time slots would be most effective to air your commercial. Briefly explain your choices. (4 marks)

Question 3

An influential female human rights activist has just been shot dead outside her residence. She was on her way to a leading media house for an interview following the murder of two other activists who had whistle blown on grand corruption at the Office of the President. On this issue, as one of the best Political Reporters in Kenya:

- a) Exhaustively discuss, who would you interview first and why? (6 marks)
- b) List FOUR open ended questions you would ask (4 marks)
- c) Prepare a semi-script for a 15 minutes **RADIO interview**. Include the questions in the semi-script. (10 marks)

Question 4 (Answer either a) or b))

From an ethical and legal point of view look at these two reports and in each case comment on whether you will go on air with these stories as news. Your discussion should exhaustively explain your choice based on legal and ethical issues.

Either

a) **Adultery in high places**

A reporter comes back from an event at a casino resort with photographs that show a well-known, married, industrialist kissing and cuddling with a woman who is not his wife. You check carefully, and establish from the hotel front desk and room staff that he and the woman were booked in as "Mr & Mrs" and spent three nights together. You manage to identify the woman, and discover that she too is married to

someone else: another highly-placed tycoon. You are certain that your sources are reliable, and publish a story about the scandalous misbehaviour of public figures. **(5 marks)**

OR

b) Sewage in the gutter

You notice that what looks – and smells – like untreated sewage is running down the gutter beside the spot where you catch your taxi to work. You take a sample of the stuff in an old jar, and take it to a friend who works in a lab, for analysis. You walk up the road and see that the sewage is flowing from a hole in the pavement. You check with the council and discover from interviews that two different departments are involved in getting such problems fixed, and that there is poor communication between them. You run a story that starts with ‘your’ leak and its risks, but focuses mainly on the lack of coordination in local government. **(5 marks)**

SECTION B: ANSWER ANY ONE QUESTION (Total marks 20)

Question 5

As the best camera person at Daystar TV, you have been asked to cover demonstrations by hawkers against alleged harassment by the Police.

- a) List ANY FOUR elements of broadcast production you would need to come up with your broadcast story. Briefly explain the purpose of each element. **(4 marks)**
- b) Discuss any FOUR camera shots that would tell the story best. **(12 marks)**
- c) Sound is very key in Broadcast Production. When covering this story, how would you use sound to bring the story to life? **(4 marks)**

Question 6

Having taken COM 263 Writing for Broadcast for 15 weeks, exhaustively discuss any FIVE professional skills you have been equipped with. **(20 marks)**

Question 7

- a) Discuss the main differences between a documentary and a feature **(4 Marks)**
- b) Briefly describe the process and stages you will go through to script and produce a documentary meant to market your county as a tourist destination and an investment hub in Kenya. **(8 Marks)**
- c) Prepare a documentary outline for the process you have described above. **(8 Marks)**