

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR BACHELOR
OF COMMUNICATION AND MEDIA STUDIES**

COMM 323: WRITING FOR BROADCAST

STREAM: R

TIME: 2 HRS

DAY: FRIDAY (2.30-4.30PM)

DATE: 12/4/24

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

a) In film and video production, time is routinely condensed and (or) expanded.

Condense the following 90 minute story to seven clips (shots) of only 20 seconds 7 Marks)

‘A story of a young woman going out on an important date. She picks out clothes from her closet ,takes a shower dry her hair do her nails, put on her clothes and make-up, check the whole effect in a mirror, make up, make necessary adjustments and then drive to a pre-arranged place’.

b) Expand the following 5 minute story to sequential shots that would last for 90 minutes
(10 marks)

“A group of people gather and seat at dinner table and suddenly the dinner party is blown up by a bomb”

c) Outline and describe the key ingredients in preparing a television drama script. **(13 Marks)**

QUESTION TWO (20 MARKS)

The following is a summary of key guidelines when writing for broadcast. Discuss any

FIVE (10 Marks)

- (i) KISS - keep it short and simple
- (ii) Do not use quotes on radio or in television scripts
- (iii) Avoid unfamiliar words
- (iv) Repeat important words
- (v) Keep punctuation simple
- (vi) Simplify numbers
- (vii) Avoid abbreviations

QUESTION THREE (20 MARKS)

Discuss the following Camera movements as scripted by the storyboard writer.

- camera finds:

- camera goes with:
- reverse angle:
- shot widens:

(10 Marks)

QUESTION FOUR (10 MARKS)

- a) Assess different ways in which radio contributes to national development (5 Marks)
- b) Outline the good practices in interviewing for radio. (5 Marks)

QUESTION FIVE (10 MARKS)

- a) Illustrate the basic principles when Correlating (Relating) Video with Audio in Broadcast writing. (6 Marks)
- b) Identify any FOUR uses of Storyboards in Script Writing. (4 Marks)

