



SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 4102: MEDIA PRODUCTION

Date: Monday, 28th October 2019

Time: 13:00 – 15:00

INSTRUCTIONS: THIS EXAMINATION CONSISTS OF FIVE QUESTIONS. ANSWER ALL QUESTIONS IN SECTION A. ANSWER TWO QUESTIONS IN SECTION B.

SECTION A: (COMPULSORY)

QUESTION ONE

- a) Using any **FIVE** scenarios analyze this statement that, “Our world is controlled and dominated by the mass media.” (10 Marks)
- b) Highlight **FOUR** elements that characterize newsworthy events. (4 Marks)
- c) Write brief notes on the following phrases as used in the field of Media & Communication. (10 Marks)
- i) Media Convergence
 - ii) Commercial spots
 - iii) Breaking News
 - iv) Target Audience
 - v) Media Imperialism
- d) You have been asked to come up with a recorded personality interview for a TV station that seeks to employ you. List **TWO** tasks you will undertake in each of the **THREE** stages of production. (6 Marks)

SECTION B: (ATTEMPT ANY TWO QUESTIONS FROM THIS SECTION)

QUESTION TWO

a) Explain **FIVE** ways through which new communication technologies have impacted on news packaging, presentation and consumption. (10 Marks)

b) Explain how 'New Media' has diminished geographic distance between different states. (5 Marks)

QUESTION THREE

a) You attended a press conference by the Kenya Film and Classification Board (KFCB) where the attached statement was issued (see appendix 1). Write a 200-word news story you would submit to a daily newspaper for publication. (10 Marks)

b) Give an appropriate headline for the story. (2 Marks)

c) Write an appropriate photo caption for the photo you took during the press conference. (see appendix 2). (3 Marks)

QUESTION FOUR

a) What advice would you give a newly appointed news editor in a broadcast station who wants to know when to apply any of the following techniques. (10 Marks)

i) Gate keeping

ii) Attribution

iii) Live news coverage

iv) Recorded show format

v) House style concept

b) How do the media achieve gatekeeping through **priming** and **framing**? (5 Marks)

QUESTION FIVE

a) Explain **FIVE** qualities of a competent television news presenter. Give relevant examples for each. (10 Marks)

b) Having good content for a broadcast production is not guarantee that the production will be successful. Discuss this statement with reference to any **TWO** technical aspects of broadcast production.

(5 Marks)