



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

Bachelor of Arts in Communication

END OF SEMESTER EXAMINATION

BAC 4102: MEDIA PRODUCTION

Date: 11th November, 2020

Time: 13:30 – 15#30

INSTRUCTIONS:

THIS EXAMINATION CONSISTS OF **THREE** QUESTIONS. ANSWER **ALL** OF THEM

QUESTION ONE (20 MARKS)

You are the television producer in a National television station whose target audience is the youth in your country. You have been asked to come up with programs to offer solutions and guidance to undergraduate university students experiencing various mental health challenges during this COVID-19 period. With relevant examples touching on all the stages of production, clearly describe how you would use the following television program formats to achieve that:

- a) Live current affairs talk show. (10 Marks)
- b) Feature story. (10 Marks)

QUESTION TWO (20 MARKS)

Using relevant examples explain the importance of each of the following elements in media production.

- a) Research. (4 Marks)
- b) Target audience. (4 Marks)
- c) Editing. (4 Marks)
- d) Attribution. (4 Marks)
- e) Elements of newsworthiness. (4 Marks)

QUESTION 3 (20 MARKS)

You have been provided with a press release by the Board of Directors and management of KECOBO which they prepared after receiving the final Draft report of the just concluded three-year forensic audit on the operations of Music Copyright Society of Kenya (MCSK), Performers Rights Society of Kenya (PRISK) and Kenya Association of Music Producers (KAMP). Also attached are 5 newspaper articles written by different media houses that received the release.

You are required to read the press release and the articles then pick any **TWO** articles and give a comparative assessment on how each handled the following:

- a) Headline/title (5 Marks).
- b) Photo and caption (5 Marks).
- c) Intro (5 Marks).
- d) Body (5 Marks).