



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

Date: 17th November, 2022

Time: 08:00 – 10:00

INSTRUCTIONS:

SECTION A IS COMPULSORY. ANSWER TWO QUESTIONS IN SECTION B.

SECTION A (30 Marks)

QUESTION ONE

- a) The elements of newsworthiness of a story are crucial to a broadcast producer tasked with the mandate of creating a running order for a television news bulletin. Using **TWO** relevant examples justify this statement. (6 Marks)
- b) You have been asked to produce a ‘behind the scenes’ type of feature story for the Television station you work for. Identify **TWO** tasks you will undertake in each of the stages of production if you choose to feature the president’s speech writer. (10 Marks)
- c) ‘Feedback is a very important part in any communication process.’ With reference to any **TWO** types of Mass Media, discuss this statement. (6 Marks)

d) Using relevant examples explain the importance of each of the following elements in media production. (8 Marks)

- i) Research.
- ii) Editing.
- iii) Attribution.
- iv) Caption.

SECTION B: ANSWER TWO QUESTIONS IN THIS SECTION

QUESTION TWO

- a) 'The call to action is the most important part of a commercial spot.' Discuss. (6 Marks)
- b) Identify any **THREE** differences the new communication technologies have brought in media advertisement. (9 Marks)

QUESTION THREE

- a) Using at least **TWO** relevant examples for each, examine how the rise of virtual communities has contributed to: (10 Marks)
 - i) Media imperialism
 - ii) Cultural imperialism
- b) You have just been recruited as a news reporter for a leading media house in your country. With relevant examples, highlight **TWO** reasons why you should always be cautious about the story sources you rely on for information. (5 Marks)

QUESTION FOUR

You have been provided with a press release from the Media Council of Kenya (appendix 1) which was prepared by the Media Council of Kenya (MCK) management following president Uhuru Kenyatta's recognition of 68 individuals among them journalists from various media houses for their distinguished and outstanding service to the nation during the COVID-19 period. The president presented the Uzalendo awards during the Madaraka Day celebrations on 1st June 2020 at State House Nairobi. The Uzalendo award was a new national award established by the president to recognize and honour those Kenyans who have exhibited exemplary service, sacrifice, patriotism, heroism and high sense of civic duty.

- a) Write a 170-220 words newspaper story you would prepare for your media house for publication on 2nd June 2020. (12 Marks)
- b) Propose a suitable headline for the news story. (3 Marks)

QUESTION FIVE

- 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? (9 Marks)
 - i) Hourglass newswriting structure.
 - ii) Live news coverage.
 - iii) Recorded show format.
- b) Having good content for a broadcast production is not guarantee that the production will be successful. Examine this statement with reference to any **TWO** technical aspects of broadcast production. (6 Marks)