



DIPLOMA IN JOURNALISM AND NEW MEDIA (DJNM)

END OF SEMESTER EXAMINATION

**DJNM 1303: BROADCAST MEDIA PRODUCTION
(TV, RADIO AND FILMS):**

DATE: 13TH DECEMBER 2023

TIME: 10:30-12:30 HOURS

INSTRUCTIONS:

1. This examination consists of **FIVE** questions.
 2. Answer **QUESTION ONE (COMPULSORY)** and any other **TWO QUESTIONS**.
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QUESTION ONE – 30 MARKS:

You are one of the reporters working in the broadcast department of a leading media house in Kenya. His Excellency President William Samoei Ruto is expected to tour parts of Nyanza that are the stronghold of the opposition leader, Hon. Raila Odinga. It is expected that this tour will be fiery and your current assignment is to travel to Kisumu to work on stories prior to, and during the President's tour.

- a) Describe at least three (3) story ideas that you will work on while in Kisumu and determine the slant of these stories. **(6 Marks)**
- b) List down six (6) sources of information (names and/or titles) or the people you are going to seek to interview and explain the rationale behind your choices. **(12 Marks)**
- c) As a broadcast journalist, identify at least six (6) tools and equipment that you will carry to effectively accomplish your assignment and explain how you will use each of the tools and equipment you have selected. **(12 Marks)**

QUESTION TWO:

- a) A professional broadcast journalist makes a good plan before setting out for an interview. This allows him/her to get the best information, great quotes, good audio and video. You have been requested to prepare for a major interview with the chief executive officer of multinational company that manufactures cereals. Outline five (5) main preparatory actions you will take while planning for the day of the interview. **(5 Marks)**

- b) A broadcast journalist must know how to handle their recorder and microphones in order to get good, audible audio. Explain five (5) steps the broadcast journalist must take before the interview begins and during the interview to guarantee he gets good, usable content for broadcast on radio or for podcast. **(10 Marks)**

Total: 15 Marks

QUESTION THREE:

- a) Provide an expanded definition of broadcast media today's modern world. **(3 marks)**
- b) There are mainly two types of broadcast media. However, with advances in communication technology, more platforms have emerged that are classified under broadcast media. Discuss the four (4) main types of broadcast media and illustrate with actual examples from Kenya for each media type. **(12 Marks)**

Total: 15 Marks

QUESTION FOUR:

- a) Explain the importance of video editing. **(1 Mark)**
- b) Discuss seven (7) video editing tips for budding broadcast journalists. **(14 Marks)**

Total: 15 Marks

QUESTION FIVE:

Using illustrative examples to support your response, discuss the five (5) basic functions of broadcast media. **(15 marks)**

Total: 15 Marks