



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

**Date: 30<sup>th</sup> October 2024**

**Time: 10:30 – 12:30**

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**INSTRUCTIONS:**

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

**SECTION A (30 Marks)**

**QUESTION ONE**

- a) 'Media production skills are not only about creating good content.' Analyze this statement with reference to any **TWO (2)** technical aspects of broadcast production. (6 Marks)
- b) You have been asked to produce a 'profile' feature story for the Television station you work for. Identify **TWO (2)** tasks you will undertake in each of the stages of production. (10 Marks)
- c) Explain at least **THREE (3)** reasons why it is important for a news producer to understand the elements of newsworthiness of a story. (6 Marks)

d) Elaborate the relevance of the following concepts in media production.

- i) Target audience.
- ii) Gatekeeping.
- iii) Attribution.
- iv) Cultural Imperialism.

(8 Marks)

**SECTION B: ANSWER TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO**

a) A journalist who is cautious about the story sources they rely on for their stories will most likely avoid falling into the misinformation and disinformation trap. Discuss.

(10 Marks)

b) You are required to produce a thirty (30) seconds audio commercial for a new fast food outlet that wants to reach the masses with a message about its delicacies. Write a script that you would use for the production.

(5 Marks)

**QUESTION THREE**

a) Distinguish between a live and a recorded media production. (3 Marks)

b) Outline **THREE (3)** scenarios where each type of the productions in (a) above would be suitable for a television station. Use relevant examples. (12 Marks)

#### QUESTION FOUR

- a) Highlight **THREE (3)** ways through which mobile journalism has influenced media production. (6 Marks)
- b) Examine the impact of Artificial Intelligence in media with reference to any **THREE (3)** socioeconomic sectors in the society. Use relevant examples. (9 Marks)

#### QUESTION FIVE

You attended a press conference by the Kenya National Commission on Human Rights (KNCHR) on the 18<sup>th</sup> of June, 2024. Attached is the press statement (**appendix 1**) released by the commission chairperson and a photo (**appendix 2**) taken by the camera person attached to you during the press conference.

- a) Write a 220-250 words newspaper article you would prepare for your media house for publication on the 19<sup>th</sup> June 2024 daily newspaper.
- i) Intro (5Marks)
- ii) Body (5 Marks)
- b) Propose a suitable headline for the news story. (2 Marks)
- c) Write a suitable caption for the photo provided (3 Marks)