

45



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COURSE CODE: JMB 427

COURSE TITLE: ADVANCED BROADCAST PRODUCTION

DATE: 9TH SEPTEMBER, 2022

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated, supported and practical-based answers.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over.

KIBU observes ZERO tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

You work for a reputable media house in Kenya as a Senior Television Reporter. You have been assigned to interview the sitting US President Joe Biden who has just jetted into Kenya for a two-day visit. The president will be residing at Hotel Villa Rosa Kempinski in Nairobi's Westlands area, where most of the interviews will be conducted in a reserved open garden.

- i. Discuss in details the preparations that you and your media house made shortly before the president's visit. (4 marks)
- ii. Formulate ten interview questions that you intend to use during the lengthy interview. The questions must be strictly limited to, but also spread to exhaustively cover several topical issues that are of great public interest and benefit to Kenya and Kenyans. (10 marks)
- iii. Discuss the various roles that each member of your crew will play during the great and rare interview. (10 marks)
- iv. With clear examples, discuss six qualities in you, that you think may have prompted the News and Editorial Directors in your media house to pick you as the lead interviewer of the US president. (10 marks)

QUESTION TWO (20 MARKS)

News coverage of presidential campaigns in Kenya were quite extensive-at times covering vast areas of several counties. Assuming that you were part of the reporters who covered those campaigns, examine:

- i. The camera shots that were ideal for the campaigns
- ii. The camera movements and angles that were found to be effective
- iii. The various types of microphones used
- iv. Challenges faced

QUESTION THREE (20 MARKS)

Making reference to the use of any one modern editing software that is currently in use in a television/radio newsroom, describe the editing process of:

- i. Raw audio recording for radio to a news item ready for a bulletin.
- ii. Raw video footage from the field to a news item ready to go on-air.

QUESTION FOUR (20 MARKS)

Basing your answers on the a specific and sensitive Investigative Story covered on radio or television in the recent past in Kenya, highlight;

- i. The title of the story and key preparations that goes into stories of that calibre
- ii. The equipments necessary for that kind of expo'se
- iii. The dynamics of the actual coverage
- iv. Main challenges likely to be faced
- v. How the challenges faced in (iv) above can be addressed.

QUESTION FIVE (20 MARKS)

Breakfast Newsroom meetings are held virtually every morning in a busy media house. Discuss;

- i. The justification of those meetings.
- ii. The people expected to attend those meetings and the duties they perform on daily basis.
- iii. The key issues discussed during the meetings.