



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

[BROADCAST AND PRINT MEDIA OPTION]

COURSE CODE: JMB 411

COURSE TITLE: NEWS PRODUCTION FOR ELECTRONIC MEDIA

DATE: 5TH DECEMBER, 2023

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

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)

- a) Briefly explain why broadcasters need voice training. (10 marks)
- b) Discuss major workflows in a news production studio. (5 marks).
- c) Explain key safety guidelines of the presenter in the studio. (5 marks)
- d) Discuss how you will incorporate artificial intelligence (AI) in news production. (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss working guidelines for an editor in a broadcast house. (10 marks)
- b) Explain key news sources for a television. (5 marks)
- c) Discuss ethical considerations you will apply in a news production process. (5 marks)

QUESTION THREE (20 MARKS)

- a) Explain as a presenter how you will grab viewers' attention on television. (10 marks)
- b) Discuss what you should avoid in an interview as an interviewer on a television. (10 marks)

QUESTION FOUR (20 MARKS)

Identify and discuss media laws and regulations in broadcast industry in Kenya.

QUESTION FIVE (20 MARKS)

- a) Discuss key principles of Radio Writing Techniques. (10 marks)
- b) Explain relevant qualities of a good radio and TV journalist. (10 marks)

QUESTION SIX (20 MARKS)

Broadcast media are increasingly facing challenges from Digital, mobile and social media environment. Discuss these challenges and opportunities available in this new era of technology.