



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

END OF FIRST SEMESTER EXAMINATION: 2020/2021

DEPARTMENT OF COMMUNICATION STUDIES

(MIOTSO CAMPUS)

COMM 207: INTRODUCTION TO BROADCAST JOURNALISM

TIME ALLOWED: THREE HOURS

LEVEL: 200

STUDENT ID No.....

**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO (2) QUESTIONS IN THE ANSWER BOOKLET**

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE INVIGILATOR.**

LECTURER: ABENA A. GYAMPO

## ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS IN THE ANSWER BOOKLET

1. Using any of the types of leads discussed in this chapter, write a story from the following information:

Lori and Kevin were married today. It was exactly 30 years ago to the day that they met. When they were teenagers the two had dated for about a year after meeting on a blind date in 1963. "I remember the date, of course, because it was my birthday," said Lori Scott. Lori and Kevin Rowce broke up following a fight. They both married and had children and had not seen each other for 29 years. Kevin contacted Lori when he heard from a friend that her husband had died. Kevin had been divorced a number of years ago. They decided to marry after dating for the past year. They were married on New York's Staten Island ferry. "That's what we did on our first date," Kevin said.

2. Writing broadcast news differs from other writings. With detailed examples write short notes on the following broadcast writing mechanics:

- Age
- Race
- Timing stories
- Numbers
- Punctuations

3. It bears repeating that the structure of a broadcast news story differs from a print story. The print story is written in the "inverted pyramid" style while the broadcast story is written in the "upright pyramid" style. Explain the parts of a broadcast story. (20 marks)
4. What is the difference between hard and soft leads?
5. How does emotion play a role in determining the lead sentence and how the rest of the story is written?