



CENTRAL UNIVERSITY

END OF FIRST SEMESTER EXAMINATIONS 2021/2022

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

COMM 207: Introduction to Broadcast Journalism

TIME ALLOWED: 2 HOURS

LEVEL 200

INSTRUCTIONS:

ANSWER QUESTION ONE (1) AND ANY TWO (2) OTHERS IN THE ANSWER BOOKLET.

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

1. Describe how any **five (5)** of the six Cs of broadcast writing can help a broadcast journalist to communicate meaningfully **(20 MARKS)**.

2. Explain the following: **(20 MARKS)**
 - a. On the record
 - b. On background
 - c. Deep background
 - d. Off the record

3. Describe any **four (4)** ways in which newsrooms obtain news stories **(20 MARKS)**

4. Explain how any **four (4)** of the seven Ps of presentation could be a useful guide to news presenters **(20 MARKS)**.