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University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

JOE 3351: DIGITAL AND INTERACTIVE STORY TELLING

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

QUESTION ONE (30MARKS)

- i. Describe the following news values: (5 Marks)
- a) Timeliness
 - b) Prominence
 - c) Proximity
 - d) Human Interest
 - e) Drama
- ii. What are the principles of anchoring? (5 Marks)
- iii. What challenges does a TV news anchor face in his work? (5 Marks)
- iv. Explain the following common formats of news: (5 Marks)
- a) Package
 - b) Phono
 - c) Reader
 - d) Anchor graphics
 - e) Anchor visual
- v. Distinguish between print, broadcast and web journalism by explaining what each entails. (5 Marks)
- vi. What are the essentials of writing for visuals? (5 Marks)

QUESTION TWO (20 MARKS)

Your editor has assigned you to conduct an interview with a Cabinet Secretary. Describe the sequence of events from the start to the end of the interview. (20 Marks)

QUESTION THREE (20 MARKS)

A Television Studio is an installation in which television or video productions take place, either for live television, for recording live to tape, or for the acquisition of raw footage for post-production. Describe the following facilities found in a television studio and explain what each is used for. (20 Marks)

- a) The Studio Floor
- b) The Production Control Room
- c) The Master Control Room
- d) The Technical Director's Station

QUESTION FOUR (20 MARKS)

Packaging a television news story is a process, not an event. Describe the process. (20 Marks)

QUESTION FIVE (20 MARKS)

When narrating television and radio news stories the anchor must observe certain 'rules' for an effective presentation. What are these 'rules'? (20 Marks)