



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

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

### JOO 3454: ELECTRONIC NEWS GATHERING

DATE: APRIL 2024

TIME: 2 HOURS

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INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE (30 MARKS)

- a) Assume you are the news director of a television station in a medium-sized town of about 150,000 people. The days top local stories include:
- A popular downtown restaurant fails the second public health inspection
  - A local soccer team could win its 100<sup>th</sup> game in a match tonight
  - The towns secondary schools have more 40% of untrained teachers due to a teacher shortage

First determine which stories are the most important and decide the order of newscast.

Second, decide what to do with a breaking story of the death of the region's governor. Where do you place it among your lead stories. How long should it be for a 10 minutes news hole?

What will be the fate of other stories? (20 Marks)

- b) Describe the three basic TV news production phases. (10 Marks)

**QUESTION TWO (20 MARKS)**

In the 1950s, people used to watch Television collectively as a group in the living room, with this becoming a communal activity and a vital chance for bonding and socialization. However, television viewing today is more about a personal escape rather than an activity done together.

Discuss. (20 Marks)

**QUESTION THREE (20 MARKS)**

Interrogate the impact of citizen journalism on professional Tv broadcast today. (20 Marks)

**QUESTION FOUR (20 MARKS)**

Video on demand platforms complement rather than compete with traditional Tv. Examine this statement. (20 Marks)

**QUESTION FIVE (20 MARKS)**

With regard to Rodgers Fidler's Media morphosis theory, discuss the transformation Television has undergone. (20 Marks)