



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

P.O. Box 62157

00200 Nairobi - KENYA

Telephone: 891601-6

**MTIHANI WA MWISHO WA MUHULA**

**JANUARI - APRILI 2019**

**KITIVO CHA SANAA NA SAYANSI YA KIJAMII**

**IDARA YA KISWAHILI**

**REGULAR PROGRAMME**

**KIM 306: UTAYARISHAJI WA VIPINDI VYA REDIO**

**Tarehe: APRILI 2019**

**Muda: Saa Mbili**

**Maagizo: Jibu swali la KWANZA na Mengine MAWILI**

Q1. a) Eleza baadhi ya mambo ambayo mtangazaji anapaswa kuzingatia ili kutengeneza kipindi cha redio kinachoweza kukidhi mahitaji ya wasikilizaji

**(Alama 10)**

b) Fafanua maneno yafuatayo kisha ueleze jinsi utakavyoyatumia kwenye mswada wa redio

i) Muhtasari kwa mtangazaji.

ii) Utangulizi.

iii) Hitimisho.

iv) Mada.

v) Nyimbo za ujumbe.

**(alama 20)**

c) Elezea umuhimu wa kuwa na fikra/mawazo sahihi ya kutafiti katika utayarishaji wa vipindi vya redio

**(Alama 5)**

d) Eleza mbinu tano ambazo unaweza kutumia katika kuwasiliana na jamii ya wasikilizaji kwenye utafiti wa vipindi vya redio

**(Alama 5)**

Q2. a) A journalist has to judge whether an event is important for the public in line with the policies of the media house, and in which order of priority is it in respect to the happening of the day. As a journalist, briefly describe some of the guidelines of newsworthiness that you would use in this respect.

- (10marks)**
- b) Explain the following terms.  
i) Hard news.  
ii) Breaking News.  
iii) In-depth News.  
iv) Investigative journalism.  
v) Soft news **(2marks)**
- Q3. a) Using relevant examples, explain the three basic microphone pick-up patterns **(10marks)**
- b) Explain any THREE types of interviews **(6marks)**
- c) Explain the following mixer terminologies:  
i) Self-op **(2marks)**  
ii) Tech-op **(2marks)**
- Q4. a) State and explain the EIGHT steps of enterprise scheduling work flow **(16marks)**
- b) Describe any four functions of an audio mixer. **(4marks)**
- Q5. a) To report an event, a reporter needs to answer some basic questions identified as 5Ws/H. Using the above technique, develop a hard news story that can be used in broadcast media. **(10marks)**
- b) State and Explain any FIVE controls of a vision mixer. **(10marks)**

**\*MWISHO\***