



KENYATTA UNIVERSITY

EXAMINATION FOR DIPLOMA IN COMMUNICATION AND MEDIA STUDIES

CCM 040: BASIC OF AUDIO AND VIDEO SCRIPTING TECHNIQUES

2nd SEMESTER 2024/2025

TIME: 2HOURS

INSTRUCTIONS: Question ONE is (Compulsory) and any other TWO questions)

Question One

- (a) Using relevant examples. Discuss six elements of a script. (18 marks)
- (b) Outline four steps to follow in script writing (8 marks)
- (c) Explain two importance of scriptwriting (4 marks)

Question Two

(20 marks)

You are appointed to create any 1 min advert of a new product in your organization. Develop a detailed video scripts. Include visual and audio description; consider target audience and message to convey. Use correct script format.

Question Three

- (a) Differentiate between fiction and non-fiction writing (10 marks)
- (b) Explain the following terms (10 marks)
 - (i) Story
 - (ii) Plot
 - (iii) Theme
 - (iv) Character

Question Four

- (a) Discuss the 3 Act structure in scriptwriting (8 marks)
- (b) Describe six programme format in either Radio or TV. (12 marks)

Question Five

- (a) Discuss 5 impact of technology to scriptwriting (10 marks)
- (b) Differentiate between good writing Vs bad writing styles. (10 marks)