



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020 /2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 411

COURSE TITLE: ELECTRONIC NEWS WRITING

DATE: 13TH JULY, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) You are a senior news reporter of a leading Television station in Kenya. The President has made an unexpected cabinet reshuffle which affects more than six key Cabinet Secretaries. Write a 15 seconds Television news script that covers that critical story. (10 marks)
- b) Making reference to the key issues highlighted in the Breakfast Newsroom Meetings, discuss five benefits of such meetings. (10 marks)
- c) Explain five ways in which as a news reporter, you can control a difficult/problematic news-source such as Lawyer Miguna Miguna during a live Television interview. (10 marks)

QUESTION TWO (20 MARKS)

Examine the coverage of an Investigative news story under the following subheadings

- i) Preparations
- ii) Team work and networking
- iii) The actual coverage
- iv) Packaging and running the story
- v) Challenges and how to overcome them

QUESTION THREE (20 MARKS)

Reporting Live is quite demanding. Discuss this statement in light of the following:

- i) Preparations
- ii) Camera Movements
- iii) Camera Shots
- iv) Microphones
- v) Handling the crowd

QUESTION FOUR (20 MARKS)

Evaluate five key ways in which technology has revolutionized the collection, gathering and dissemination of Radio and television news in the current media landscape in Kenya and elsewhere.

QUESTION FIVE (20 MARKS)

Making reference to a functional radio and television studio,

- a) Draw the sketches of both a radio and television newsroom
- b) Briefly discuss the functions of five key personalities who are closely involved in the coverage, packaging and reporting of
 - i) Radio news
 - ii) Television news