

65



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

MAIN EXAMINATION

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

COURSE CODE: JMC 122

COURSE TITLE: INTRODUCTION TO JOURNALISM

DATE: 16TH JULY, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

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) Explain the following concepts as used in journalism: (10 marks)
- i. Journalism for surveillance
 - ii. Hard news versus softer news
 - iii. Angel of the story
 - iv. Story lead
 - v. Content and Style
- b) What is Journalism? (10 marks)
- c) Illustrate with examples five types of leads (10 marks)

QUESTION TWO (20 MARKS)

Journalism is about more than reporting 'news.' Discuss.

QUESTION THREE (20 MARKS)

- a) What is news? (10 marks)
- b) There are factors that influence whether an event is regarded as news and, if so, what importance is given to it. Discuss. (10 marks)

QUESTION FOUR (20 MARKS)

'Whatever the source of the story, the journalist must take into account the angel of the story to best portray the facts to the intended readership.' Discuss.

QUESTION FIVE (20 MARKS)

- a) Give an example of a news story that you have ever interacted with that portrays journalists in the heroic mode, and one that portrays them as villains. (10 marks)
- b) What are the underlying assumptions about what journalists and journalism 'could' or 'should' be? (10 marks)