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*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

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

### **MAIN EXAMINATION**

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

**COURSE CODE: JMC 318.**

**COURSE TITLE: FEATURE WRITING**

**DATE: 16<sup>TH</sup> JULY, 2021**

**TIME: 2.00 - 4.00PM**

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#### **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) Discuss the following concepts as used in feature writing. Illustrate with examples where necessary: (14 marks)
- i. Inverted pyramid lead versus literally allusion lead (6 marks)
  - ii. News value (3 marks)
  - iii. Intro (3 marks)
  - iv. Online journalism versus citizen journalism (6 marks)
  - v. Feature story versus Hard news (6 marks)
- b) Illustrate three editorial marks as applied in feature writing. (6 marks)

**QUESTION TWO (20 MARKS)**

Choose a suitable topic for a human interest story in your college or community. Write a 500 word story for inclusion in campus or community magazine

**QUESTION THREE (20 MARKS)**

Discuss and give examples of the different types of features that you have interacted with in feature writing course

**QUESTION FOUR (20 MARKS)**

You have been asked to write a magazine feature on the use of Genetically Modified crops in food production. Make a list of possible sources that would be useful in obtaining information on the subject and evaluate the potential value of each of them when planning the feature.

**QUESTION FIVE (20 MARKS)**

Writing for newspapers is more urgent than writing for magazines. Discuss.