



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2019/2020 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMC 417**

**COURSE TITLE: OPINION WRITING**

**DATE: 11<sup>TH</sup> FEBRUARY, 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) Making reference to a media house of your choice in Kenya, discuss five similarities between Editorials and Opinions (8 marks)
- b) You have been promoted to the position of a News Editor in a reputable and leading media house in Kenya. One of your roles is to write Editorials. Discuss the key steps that you will need to follow in writing Editorials (7 marks)
- c) Explore five reasons that justify the writing of Editorials by media houses in Kenya (15marks)

**QUESTION TWO (20 MARKS)**

- a) Define the term Gatekeeping (2 marks)
- b) Explain four ways in which Gatekeeping is important in a newsroom (8 marks)
- c) Discuss five qualities of a good opinion (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain five ways in which the media may be used to spread propaganda in a third world country (10 marks)
- b) Discuss the relevance of the Uses and Gratification Theory to the writing of Editorials. (10 marks)

**QUESTION FOUR (20 MARKS)**

Generate five arguments that explains ways in which the media utilizes the Agenda Setting Theory in the writing of opinions

**QUESTION FIVE (20 MARKS)**

Discuss the relationship between the Framing Theory and the writing of Editorials

**QUESTION SIX (20 MARKS)**

Making reference mainstream media in Kenya, discuss five challenges of writing opinions