



(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 417

COURSE TITLE: OPINION WRITING

DATE: 22ND JULY, 2021

TIME: 9.00 - 11.00AM

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.

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QUESTION ONE - COMPULSORY (30 MARKS)

- a) You work as a News Editor of KIBU Radio. Write a 300-word commentary on the negative impact of COVID-19 on universities in Kenya. (15 marks)
- b) Examine the relevance of the Framing Theory in the writing of Daily Newspaper Editorials. (15 marks)

QUESTION TWO (20 MARKS)

Discuss the effectiveness and relevance of Peter Mwaura's Editor's Note to practising journalists in Kenya.

QUESTION THREE (20 MARKS)

Explore the contribution of investigative research techniques to the writing of weekly columns and opinion pages

QUESTION FOUR (20 MARKS)

Generate five arguments to support the fact that opinions and editorials help the media to set the agenda on daily basis in Kenya.

QUESTION FIVE (20 MARKS)

There is a common belief in newsrooms that editorials and commentaries are the most problematic to write. Discuss five points in support of this assertion.