(*Knowledge for Development*)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 122

COURSE TITLE: INTRODUCTION TO JOURNALISM

DATE: 15TH FEBRUARY, 2021 **TIME: 8.00 - 10.00AM**

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)

Newsrooms the world over prefer human interest stories.

(a) Provide four reasons why this is necessary. (12 marks)

(b) Give five definitions of 'human interest' story. (10 marks)

(c) What are the two things which 'human interest' story does not do? (8 marks)

QUESTION TWO (20 MARKS)

The so-called 'Inverted Pyramid' is a must in any news writing story as opposed to literary writing. Explain

QUESTION THREE (20 MARKS)

As a rule, a lead in a news story contains certain essentials. List four.

QUESTION FOUR (20 MARKS)

Compose headlines for the following two news items:

(a) "The Senate Majority Leader Mr. Moses Wetangula yesterday told the Press in Bungoma Town that a plot has been hatched to cause chaos at his political rally at Kanduyi Stadium".

(b) "President Uhuru Kenyatta yesterday turned heat on Mumias MP, Mr Rashid Echesa, by terminating him as Cabinet Secretary for Sports accusing him of not taking seriously his job and instead sinking himself in divisive politics that threaten to tear apart the ruling Jubilee Party".

QUESTION FIVE (20 MARKS)

You are on news desk and you receive a Press Release in a form of *jargon* from Kibabii Vice Chancellor Prof Isaac Ipara which states, "The aerodynamic heating of blunt, axisymmetric, re-entry bodies with laminar boundary layer at zero and at large angles of yaw in supersonic and hypersonic air streams". Re-write to enable an ordinary reader to understand it.