



(Knowledge for Development)

# KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE BACHELOR OF JOURNALISM & MASS  
COMMUNICATION

COURSE CODE: JMB 415

COURSE TITLE: OPINION WRITING

DATE: MAY 2022

19th

TIME: 2 HOURS

## INSTRUCTIONS 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

**Instructions: Answer all questions in section A**

**SECTION A (30 MARKS)**

**QUESTION ONE**

- a) What is opinion writing? **(2 marks)**
- b) Highlight the structure used for writing a good opinion piece. **(8 marks)**
- c) Discuss the factors that a writer should take into consideration when deciding what to write about for an opinion piece. **(5 marks)**
- d) State the aspects that should be considered when gathering facts and ideas required to make an opinion piece effective. **(5 marks)**
- e) Discuss the different types of opinion genres. **(10 marks)**

**SECTION B (40 MARKS) Instructions: Choose any two questions in section B**

**QUESTION TWO**

- a) Outline **FIVE** ethical and legal issues in opinion writing. **(10 marks)**
- b) Discuss the criteria for evaluating news stories. **(10 marks)**

**QUESTION THREE**

- a) Highlight **FIVE** principles that an editor may use to select good opinion pieces to be published in a newspaper. **(10 marks)**
- b) Discuss **FIVE** news values applicable to opinion writing. **(10 marks)**

**QUESTION FOUR**

- a) What is a media debate/issue? Discuss at least **FIVE** contemporary social issues or events that can give good topics for media debates. **(20 marks)**

**QUESTION FIVE**

- a) Write a letter to the editor of The Daily Nation Newspaper giving your opinion about the current fuel crisis affecting Kenya. **(20 marks)**