



[*Knowledge for Development*]

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

MAIN EXAMINATION

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

Course Code: JMC 122

Course Title: INTRODUCTION TO JOURNALISM

DATE: 10/5/2022

TIME: 2:00- 4:00 PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

Time: 2 HOURS

This paper Consists of 2 Printed Pages. Please Turn over

KIBABII UNIVERSITY observes **ZERO** tolerance to examination cheating

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QUESTION 1

- a) Media is a mirror of the society. Discuss validity of this statement (20mks)
- b) Not every story is news. Explain why this statement is true (10mks)

QUESTION 2

- a) Explain the difference between news and news media (5mks)
- b) Explain the difference between news agenda and agenda setting (5mks)
- c) Every successful journalist must respect the concept of objectivity and impartiality. Explain what these two concepts compels to a responsible journalist (10mks)

QUESTION 3

- a) Assume that you are a senior reporter invited to address journalism students in a nearby college. Explain to them how a field reporter can maintain touch and good will with his/her sources (10mks)
- b) Give a sample example of a news *intro* using the elements of news story (10mks)

QUESTION 4

- a) Using a relevant example define the concept organizational communication (5mks)
- b) Explain five elements of effective communication strategy in organizations (15mks)

QUESTION 5

- a) Explain Any five required ethical adherence to journalism practice in Kenya as highlighted by media council of Kenya (20mks)