



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 226

COURSE TITLE: FEATURE WRITING

DATE: 12/5/2022

TIME: 9:00- 11:00 AM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE – COMPULSORY (30 MARKS)

- a) Highlight FIVE qualities of a successful feature writer (10 marks)
- b) Explain FIVE differences between a profile and a news feature (10 marks)
- c) Explain FIVE types of feature stories common in Kenyan magazines and newspapers (10 marks)

QUESTION TWO (20 MARKS)

As a journalism student, what factors in your opinion have led to the increase use of feature articles/stories in the Daily Newspapers in Kenya.

QUESTION THREE (20 MARKS)

A Feature can go unnoticed, but not a noticeable picture. Discuss Five factors to consider when selecting a Picture to accompany a feature story

QUESTION FOUR (20 MARKS)

Discuss any FIVE news values to consider when writing a feature story

QUESTION FIVE (20 MARKS)

Feature writers use a particular style of writing to convey the story's message. The use of literary devices helps in this task. Discuss any FIVE literary devices