



(*Knowledge for Development*)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 318.

COURSE TITLE: FEATURE WRITING

DATE: 12TH JANUARY, 2022

TIME: 11.00AM - 1.30PM

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)

EITHER

- a) Discuss the following concepts as used in feature writing. Illustrate with examples where necessary: (14 marks)
- i. Inverted pyramid lead versus literally allusion lead (6 marks)
 - ii. News value (3 marks)
 - iii. Intro (3 marks)
 - iv. Online journalism versus citizen journalism (6 marks)
 - v. Feature story versus Hard news (6 marks)
- b) Illustrate three editorial marks as applied in feature writing. (6 marks)

OR

- a) State THREE differences between a magazine feature and a daily newspaper feature. (6 marks)
- b) Explain SIX characteristics of feature stories. (12 marks)
- c) Explain the difference between a profile feature and a biography. (6 marks)
- d) Explain THREE methods used by a feature journalist to gather information. (6 marks)

QUESTION TWO (20 MARKS)

Discuss and give examples of the different types of features that you have interacted with in feature writing course

QUESTION THREE (20 MARKS)

You have been asked to write a magazine feature on the use of Genetically Modified crops in food production. Make a list of possible sources that would be useful in obtaining information on the subject and evaluate the potential value of each of them when planning the feature.

QUESTION FOUR (20 MARKS)

Discuss FIVE factors that have led to the increase use of feature stories by Daily Newspapers in Kenya.