



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 215

COURSE TITLE: NEWS WRITING AND REPORTING

DATE: 20TH JANUARY, 2022

TIME: 8.00 - 10.00AM

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)

Describe the following and elaborate on their usefulness in News Writing

- a) Beat (3 marks)
- b) Attribution (3 marks)
- c) The Inverted Pyramid (3 marks)
- d) Running Story (3 marks)
- e) Explain TWO roles of journalists in society (4 marks)
- f) Explain TWO reasons why it is important for news reporters to start with the most important information in a news article (4 marks)
- g) Explain FOUR differences between hard and soft news (8 marks)

QUESTION TWO (20 MARKS)

The traditional news values are taking back seat as the characteristic of tabloid journalism are taking over newspaper. Give FIVE reasons for the popularity of tabloid newspapers in Kenya

QUESTION THREE (20 MARKS)

In print media, use of photographs has increased remarkably. Explain FIVE reasons for the use of pictures in your stories.

QUESTION FOUR (20 MARKS)

Discuss the inverted pyramid writing style and explain the importance of the 5Ws and H.

QUESTION FIVE (20 MARKS)

What is news? Discuss SIX factors that make an event newsworthy?