



(*Knowledge for Development*)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 213

COURSE TITLE: PRINT MEDIA PRACTICE

DATE: 22ND JULY, 2022

TIME: 2.00 - 4.00PM

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)

- a) In 2020, Nation Media Group (NMG) reported a profit warning. It issued a 94.4 % decline in net profit and low newspaper circulation. Discuss factors that led to the decline in profit and how NMG print products can increase its revenues and circulation. (20 marks)
- b) Describe factors that influence the design of print newspapers. (10 marks)

QUESTION TWO (20 MARKS)

With illustrations, discuss five forms of print media and their advantages over electronic forms.

QUESTION THREE (20 MARKS)

With illustrations discuss characteristics of a newsworthy event to be covered in a newspaper.

QUESTION FOUR (20 MARKS)

You have been invited to a book launch: *The Silent Footsteps* by Ipara Odeo. Write a news story to be published in the Print edition of a newspaper using the inverted pyramid style, and give it a headline of not more than six words. The news story should not be more than 300 words.

QUESTION FIVE (20 MARKS)

- a) Discuss with illustrations how headlines are crafted. (10 marks)
- b) Explain key issues a sub editor should look at before publishing a story in a print newspaper. (10 marks)

QUESTION SIX (20 MARKS)

Cartoons are an essential component of print newspapers and magazines. If a picture is worth a thousand words, a cartoon can be worth millions of them. With illustrations from cartoonists you know in Kenya, describe the role they play in society.