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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

SPECIAL/SUPP EXAMINATION

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

COURSE CODE: JMC 215

COURSE TITLE: NEWS WRITING AND REPORTING

DATE: 15/07/2022

TIME: 11:00AM – 1:00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over.

KIBU observes **ZERO** tolerance to examination cheating

Question 1 (Compulsory 20 Marks)

- a. Examine the difference between 'soft' and 'hard' news **(6 Marks)**
- b. Briefly highlight 5 elements that determine news worthiness **(12 Marks)**.
- c. Define News in the context of Mass Media Communication **(2Marks)**
- d. Briefly discuss the Inverted Pyramid Format for writing the main body of the news story **(10 Marks)**.

Question 2 (20 Marks)

In the reporting and writing of news, journalists often face many ethical dilemmas. Before publishing news that pose dilemma, most editors and reporters discuss the issue and the consequences of such a story item.

- a. Briefly discuss three (3) major ethical dilemmas a journalist may face while writing and reporting news **(3 Marks)**.
- b. Explain four (4) ethical considerations for an online journalist **(4 Marks)**.
- c. List three (3) steps a journalist can follow in the general process of ethical reasoning **(3 Marks)**.
- d. Sources of information in the context of News is also referred to as "News Source". What are some of the key sources of news? **(10 Marks)**

Question 3 (20 Marks)

Discuss 5 characteristics of a good news story **(10 Marks)**.

The golden rule for intro-writing is "KISS" keep it short and simple. What are the qualities of perfect intros **(10 Marks)**

Question 4 (20 Marks)

- a. Identify two (2) principles that can guide journalists to interview sources successfully **(2 Marks)**.
- b. Explain four (4) ground rules a journalist should observe when interviewing a news source **(8 Marks)**.
- c. Forms of communication in public domain stems from how human being share information. What are some of the forms of communication? **(10Marks)**