



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

MAIN EXAMINATION

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

COURSE CODE: JMB 416

COURSE TITLE: WRITING EDITORIALS AND COMMENTARIES

DATE: 17TH MAY 2022

TIME: 9.00AM – 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated, supported and practical answers.

TIME: 2 Hours

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

KIBU observes **ZERO** tolerance to examination cheating

SECTION A: COMPULSORY (30 MARKS)

- a) You work for a reputable, mainstream Daily Newspaper in Kenya as a Senior Editorial Director. Write a 300-word Editorial capturing the various Running-Mate scenarios for the Presidential and Governatorial candidates in Kenya which have been going on in the country, ahead of the National Elections in August 9th 2022. (14 marks)
- b) Draw an Editorial Cartoon based on a topical issue covered in the same Daily (other than on the topic covered in (a) above). The cartoon should cover all elements required to make a complete and standard editorial cartoon of a daily newspaper. (8 marks)
- c) In details, discuss the various steps of writing a credible Radio Commentary (8 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO (20 Marks)

- (a) Making reference to both the Nation Media Group and Media Council of Kenya, discuss six guiding principles that dictate the writing of Tv commentaries (12 marks)
- (b) Evaluate four challenges that Tv stations face in coming up with weekly commentaries (8 marks)

QUESTION THREE (20 MARKS)

- (a) Discuss any five credible and authentic news sources that Daily newspapers rely on for their daily editorials (10 marks)
- (b) Examine the various types of research recommended as sources of information for the writing of Radio Commentaries (10 marks)

QUESTION FOUR (20 MARKS)

Basing your answers on the a specific weekend daily newspaper in Kenya of your choice, discuss;

- (a) The commentary-content/ themes covered on those/that particular date(s) and its impact on its readership (10 marks)
- (b) Challenges of writing weekend commentaries mentioned in 4(a) above (10 marks)

QUESTION FIVE (20 MARKS)

Making reference to the *News Gang* on Citizen Tv Thursday Night Edition,

Discuss in details, what each reporter covers, to what extent and with what impact?