



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS COMMUNICATION

COURSE CODE: JMC 418

COURSE TITLE: FEATURE WRITING II

DATE: 13TH JANUARY, 2022

TIME: 11.00AM - 1.00PM

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) 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)

"A picture is worth a 1000 words." Discuss this notion while justifying the use of pictures in feature stories and explain the factors to consider when selecting pictures for a feature.

QUESTION THREE (20 MARKS)

Discuss the traditional news characteristics of a feature story that add to the readers appeal.

QUESTION FOUR (20 MARKS)

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

QUESTION FIVE (20 MARKS)

You are the feature editor of your University Magazine. This morning while you were on your way to campus, you saw a First Year female student helping an old disabled man who was being attacked by bees. Fourth year male students, who were chatting nearby saw the old woman but did not care to help. Instead, they scattered in different directions as they ran for dear life with the bees in pursuit. Several students were injured in the ensuing melee.

You interviewed the First Year female student. Write a feature story on the incident. Supply the facts you gathered from the interview. Give an interesting and entertaining title.