



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021 /2022 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 226

COURSE TITLE: WRITING FEATURE ARTICLES

DATE: 27TH JULY, 2022

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Do not duplicate illustrations.

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) Distinguish between a feature article and a news story. (4 marks)
- b) Explain how a feature is original, journalistic, descriptive, informative, and humorous. (10 marks)
- c) Describe any five traditional news characteristics that add to reader appeal. (10 mks)
- d) Explain any three sources of feature stories (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain how to deal with editors to maintain a good relationship. (8 marks)
- b) Explain how you can match a potential idea to a market. (12 marks)

QUESTION THREE (20 MARKS)

The editor has assigned you the task of writing a feature on how students are coping with online learning in the midst of Covid-19. Write:

- a) The lead (10 marks)
- b) The ending of this story (10 marks)

QUESTION FOUR (20 MARKS)

- a) Write a short feature story patterned after **ONE** of the following categories and appeals:
 - i) The medical story
 - ii) The Invention Story
 - iii) The how-to-story (12 marks)
- b) Explain any four characteristics of feature stories that you have used in your feature above. (8 marks)

QUESTION FIVE (20 MARKS)

There is a new employee assigned to the features desk and you are the editor. You notice her first profile feature is not well-written. Advise her on:

- a) The types of questions she can ask (10 marks)
- b) Any five of Robertson's interviewing tips (10 marks)