



(Knowledge for Development)

# KIBABII UNIVERSITY

## UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER

### MAIN EXAMINATION

FOR THE DEGREE OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMB 424

COURSE TITLE: JOURNALISM AND LITERATURE

DATE: 8<sup>TH</sup> SEPTEMBER, 2022

TIME: 2.00 - 4.00PM

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#### 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) With close reference to literary techniques, complete the following story:  
*It was pomp and glamour last weekend on the floor of the Rift Valley, as Kenya held the World Rally Championship....* Do not exceed 700 words. (20 marks)
- b) Clearly explain the similarities and differences between Journalism and Literature. (10 marks)

**QUESTION TWO (20 MARKS)**

Urban spaces are important sites of Literary Journalism, write a critical review of Bungoma town. The review should not be more than 700 words, to be published as a podcast material.

**QUESTION THREE (20 MARKS)**

With illustrations from Zipporah Kittony's *Sheer Grit (2022)* book, explain key elements of memoir writing.

**QUESTION FOUR (20 MARKS)**

Citing examples from Ngugi wa Thiongo's *Birth of a Dream Weaver (2016)*, discuss elements of literary Journalism.

**QUESTION FIVE (20 MARKS)**

With illustrations, discuss Literary Journalism future in a connected digital world.

**QUESTION SIX (20 MARKS)**

Food is becoming an essential aspect of Literary Journalism, with illustrations write about four restaurants that have dazzled you on your recent travel trips.