



(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: JMA 421

COURSE TITLE: WRITING FOR STRATEGIC COMMUNICATION

DATE: 9TH SEPTEMBER, 2022

TIME: 9.00 - 11.00AM

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) What is strategic communication? (2 marks)
- b) Explain four tenets of strategic communication. (8 marks)
- c) Describe five necessary skills in the strategic communication profession. (10 marks)
- d) Illustrate five materials that public relations professionals have to write. (10 marks)

QUESTION TWO (20 MARKS)

- a) What are news values? (2 marks)
- b) Justify the claim that, "the most successful public relations professionals are those who think and act like reporters". (6 marks)
- c) Explain six news values that are relevant to public relations writing. (12 marks)

QUESTION THREE (20 MARKS)

- a) Explain four media writing skills. (8 marks)
- b) State four characteristics of media writing. (4 marks)
- c) Describe four basic grammar/punctuation rules to adhere to when writing for the media. (8 marks)

QUESTION FOUR (20 MARKS)

- a) Give two reasons why the issue of ethics is important in the strategic communication profession. (4 marks)
- b) Describe the two categories of defamation. (4 marks)
- c) Explain four elements that must exist in order to render a statement libelous. (8 marks)
- d) Justify how plagiarism is a serious offence in strategic communication. (4 marks)

QUESTION FIVE (20 MARKS)

- a) State two reasons for providing a press kit? (2 marks)
- b) Explain four components of a press kit. (8 marks)
- c) Describe two target audience segments in strategic communication. (4 marks)
- d) Mention six components of a professional portfolio. (6 marks)