



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION

COURSE CODE: JMC 422

COURSE TITLE: WRITING ON SPECIAL SUBJECTS

DATE: 10TH NOVEMBER, 2020

TIME: 2.00 - 5.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to detailed and well supported answers.

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) Using the facts provided below, write a special news article on water and sanitation.

(20 marks)

According to 2006 UN development report:

- Some 1.1 billion people in developing countries have inadequate access to water
- 2.6 billion people lack basic sanitation
- Lack of water is closely related to poverty
- Almost two out of three people lacking access to clean water survive on less than \$2 a day, with one in three living on less than \$1 a day
- More than 660 million people without sanitation lives on less than \$2 a day, and more than 385 on less than \$1 a day
- Some 1.8 million children die each year as a result of diarrhea
- Access to piped water into the household averages about 45% for the wealthiest 20% of the population, compared with 25% for the poorest
- Close to half of all people in developing countries suffer at any given time from health problems caused by water and sanitation deficits
- The UNICEF State of the World's Children (2004) also has it that 400 million children (1 in 5 from the developing world) have no access to safe water.
- 1.4 million children will die each year from lack of access to safe drinking water and adequate sanitation.
- Corporations own or operate water systems across the globe that brings in about \$200 billion a year.
- Yet they serve only about 7 percent of the world's population, leaving a potentially vast market untapped" (Tagliabue, 2002).
- Already some one third of the world's population is living in either water-scarce, or water-short areas.
- It is predicted that climate change and population growth will take this number to one half of humanity.
- Maude Barlow has commented, over-population doesn't cause water shortages:
- Barlows (2001) observes that "12 percent of the world's population uses 85 percent of its water, and these 12 percent do not live in the Third World." (Barlow 2001).
- A number of actors, including governments, corporations, activists, and local people who directly feel the implications of decisions made on such issue need to act urgently.
- The matter posts a risk to future generations.

b) 'A specialized reporter is a beat reporter,' justify this statement with close reference to the art of reporting (10 marks)

QUESTION TWO (20 MARKS)

a) Explain what distinguishes news from rumors.

(10 marks)

b) You are reporting for nation media group as a political reporter, you have scheduled an interview with the cabinet secretary for education on the practicality of 100% transition from primary to secondary level. Explain how you will prepare and conduct the interview to attain success and present a captivating news piece.

(10 marks)

QUESTION THREE (20 MARKS)

A novice sports reporter for Game-On is preparing to write an advance story for a football match between Gor-Mahia and Sony sugar scheduled this weekend, advice him on what his story should focus on.

QUESTION FOUR (20 MARKS)

Coronavirus has been a trending topic on social media platforms whereas little has been disseminated on the same to the mainstream media audience. Write a story of not less than 800 words on the disease highlighting on the causes, symptoms, treatment and control measures on the disease.

QUESTION FIVE (20 MARKS)

- a) Explain any five ethical values that guide specialized reporters.
- b) Explain any five emerging issues in the practice of specialized reporting.