



(*Knowledge for Development*)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

MAIN EXAMINATION

FOR THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION

COURSE CODE: DJM 111

COURSE TITLE: INTRODUCTION TO JOURNALISM

DATE: 14TH DECEMBER, 2022

TIME: 9.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

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 Journalism? (2 marks)
- b) List two types of Journalistic writing. (4 marks)
- c) With illustration define the inverted pyramid stating its function in a Journalistic piece. (6 marks)
- d) Using Examples Define the 5ws and 1H in a Journalistic Writing. (18 marks)

QUESTION TWO (20 MARKS)

As a Journalist you have been invited to President William Samoei Ruto Hustler Fund Launch write a Headline and introduction that is to be published in tomorrow's Newspaper.

QUESTION THREE (20 MARKS)

- a) Define Electronic Media and give two examples of Electronic Media. (10 marks)
- b) Outline three differences between Print Media and Electronic Media. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Since the ancient times communication is a tool that has been used to pass information across and it has evolved through different stages. Using an example outline three forms of communication. (10 marks)
- b) Differentiate between Public Communication and Mass Communication. (10 marks)

QUESTION FIVE (20 MARKS)

- a) What is an Editorial policy? (5 marks)
- b) State three guild lines in an editorial policy and their functions in the Newsroom. (15 marks)