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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

MAIN EXAMINATION

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

COURSE CODE: JMC 213

COURSE TITLE: PRINT MEDIA PRACTICE

DATE: 23RD DECEMBER, 2022

TIME: 9.00 - 10.00PM

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.

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QUESTION ONE (COMPULSORY) - (30 MARKS)

- a) With illustrations explain factors that have contributed to extremely low newspaper sales per 1000 adult population in Kenya. (20 marks)
- b) With reference to the mantra, "Dog bites man is not news, man bites dog is." Discuss ten news values you will use to rate newsworthy events before running them in a newspaper. (10 marks)

QUESTION TWO (20 MARKS)

Critically examine and evaluate ten factors to consider when designing a cutting-edge Print newspaper in Kenya.

QUESTION THREE (20 MARKS)

Discuss essential elements of a *Literary review* in a print edition of a newspaper.

QUESTION FOUR (20 MARKS)

Libel and defamation cases have killed stellar print media like *Nairobi Monthly*, *Beyond* and *Weekly Review*, as an editor discuss measures you will put in place to avoid such cases.

QUESTION FIVE (20 MARKS)

With illustrations, discuss how the new William Ruto's government is undermining the print industry in Kenya.

QUESTION SIX (20 MARKS)

With illustrations, discuss the future of the print industry in Kenya.