



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIV, SII)

BMC 4410: EDITORIAL AND OPINION WRITING & ISSUES REPORTING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
 - Section A is **Compulsory**.
 - Answer any other **Two** questions in Section B.
- This paper consists of Two printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) Explain the following types of editorials:
 - i) Persuasive Editorial **(3 marks)**
 - ii) Attack Editorial **(3 marks)**
- b) Identify at least **THREE** ways public opinion can be formed. **(6 marks)**
- c) Explain **SIX** qualities of a good editorial. **(6 marks)**
- d) List any **SIX** crucial ethics of editorial writing. **(6 marks)**
- e) State **SIX** functions of editorial board members. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Karisa Kahindi Wakwehu is an aspiring editorial writer. As a student of journalism educate him on the qualities of a good editorial writer. **(20 marks)**

QUESTION 3

A good editorial writer must appreciate the importance of all segments of an editorial. Discuss. **(20 marks)**

QUESTION 4

Justify the relevance of persuasive techniques in editorial writing using examples. **(20 marks)**

QUESTION 5

Discuss the importance of the Editorial page in Newspapers. **(20 marks)**