



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC III, YII, SI)

BMC 2207: NEWS WRITING II

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

While on a beat reporters captured the following quotations.

- a) Jean-Jacques Rousseau said, “Man was born free, but everywhere he is in chains”.
- b) “The Manager has arrived”, said Kamau.
- c) The Manager observed, “The news has come as a complete surprise to me”.
- d) “I warned that nobody should cross the red-line now it has been crossed” Ole Lenku.
- e) “Kwani hii Pesa ni ya mama yako nobody can shake me” Duale said.

Change the above quotation into reported speech.

(10 marks)

f) Explain the meanings of:

i) Convergency

(2 marks)

ii) Plagiarism

(2 marks)

iii) Foreshadowing

(2 marks)

iv) Byline

(2 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss when and how you would use quotations effectively in news gathering.

(20 marks)

QUESTION 3

Discuss how you would identify news in official speeches.

(20 marks)

QUESTION 4

Discuss possible barriers to media objectivity.

(20 marks)

QUESTION 5

Write a 250 words news item from the document provided “My pledge to Kenya, international Community”.

(20 marks)