



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC II)

BMC 2107: NEWS WRITING I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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) Define:
- i) Journalism (2 marks)
 - ii) Byline (2 marks)
 - iii) The beat (2 marks)
 - iv) The lead (2 marks)
 - v) Curb reporter (2 marks)
- b) State the **FIVE** types of quotes. (5 marks)
- c) State any **FIVE** sources of news in Mombasa County. (5 marks)
- d) Five news values. (5 marks)
- e) Write a lead and link paragraph for “looming cholera outbreak”. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the **FOUR** models of News Making. (20 marks)

QUESTION 3

State and explain the circumstances:

- a) When use of direct quotation is justified. (12 marks)
- b) When use of direct quotation is not justified. (8 marks)

QUESTION 4

- a) Define “attribution”. (2 marks)
- b) Advance **SIX** reasons why attribution is valid in news gathering. (18 marks)

QUESTION 5

Write a 250 news item based on the following information Likoni area 5.30am

- One person is killed
- “Two hooded men on a motorcycle shot the deceased and escaped at high speed’.
- The police arrived 20 minutes later.

(20 marks)