



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC II)

BMC 2109: NEWS WRITING I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: MARCH 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) State **FIVE** sources of crime stories. (5 marks)
- b) Highlight the qualities of a journalist. (5 marks)
- c) Define the following terms:
- i) Byline (2 marks)
 - ii) A slant (2 marks)
 - iii) Convergence (2 marks)
 - iv) Plagiarism. (2 marks)
 - v) Puff (2 marks)
- d) Explain the importance of the inverted pyramid. (5 marks)
- e) **FIVE** roles of a News Editor. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the role of media in the society. (20 marks)

QUESTION 3

While giving examples describe the following leads:

- a) Contrast lead
- b) Anecdotal lead
- c) Quotation lead
- d) Ironic lead

QUESTION 4

- a) When dog bites man that is not news. News is when man bites dog". Discuss. (10 marks)
- b) Describe any **TWO** forms of journalism 250 words. (10 marks)

QUESTION 5

Write a 500 News item based on the following information:

Date : 18/12/14

Place : Bombolulu Sports Stage

- M-pesa owner Mary Lukalo
- Claims that Francis Mulwa tried to defraud her money that Mulwa tried to deposit counterfeit currency valued at Ksh. 10,000/-
- Mary raised alarm hence the crowd.
- The mob tried to beat Mulwa.