



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4410: EDITORIAL AND OPINION WRITING**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Select Month Pick Year

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **SECTION A (Compulsory)**

### **Question ONE**

- I. Explain any **SIX** propaganda techniques used in Editorial and Opinion Writing **(12 marks)**
- II. List any **SIX** functions of the Editorial Board **(6 marks)**
- III. The Editorial Policies of a newspaper or magazine can be expressed through diverse ways. Explain any **FOUR** **(8 marks)**
- IV. Highlight any **FOUR** major determinants of good Editorial subjects **(4 marks)**

**SECTION B (Answer any Two Questions)**

**Question TWO**

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

**Question THREE**

There is a striking relationship between public opinion and editorial writing, Discuss the functions of editorials in modern newspapers and magazines. **(20 marks)**

**Question FOUR**

Using examples discuss any Nine laws of persuasion **(20 marks)**

**Question FIVE**

Discuss why editorials are classified in the mass media and explain how **(20 marks)**