



TECHNICAL UNIVERSITY OF MOMBASA

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.

SECTION A (Compulsory)

Question ONE

- Explain any **FIVE** functions of an Editorial Board of a Newspaper or Magazine **(10 marks)**
- All forms of writing have audiences, explain any **THREE** categories of editorial audiences **(6 marks)**
- The editorial policies of a Newspaper or Magazine can be expressed through diverse ways. List any **FOUR**. **(8 marks)**
- Highlight any **THREE** qualities of a good editorial. **(6 marks)**

SECTION B (Answer any Two Questions)

Question TWO

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

Question THREE

(a) Discuss any **FIVE** relevance of the editorial page in a Newspaper or Magazine **(10 marks)**

(b) Outline any **FOUR** components of the editorial page. **(10 marks)**

Question FOUR

Persuasion and propaganda techniques are important ingredients in editorial writing. Discuss. **(20 marks)**

Question FIVE

Discuss any **SEVEN** types of Editorials **(20 marks)**