



# 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**

- 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)**