



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R1)

BMC 2102: NEWS WRITING I

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **THREE** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Two tourists have been hijacked from a hotel in Lamu – Kenya. Write a news item using the key subject block. **(20 marks)**
- b) Highlight the sources that you would contact while gathering news in Mombasa County. **(10 marks)**

SECTION B (Answer any **THREE** questions)

QUESTION 2

- a) Define ‘News’. **(2 marks)**
- b) State and explain any **FOUR** qualities of news. **(8 marks)**

QUESTION 3

- a) Define the “Lead”. **(2 marks)**
- b) Using relevant examples, identify any **FOUR** types of leads. **(8 marks)**

QUESTION 4

Describe any **FIVE** forms of journalism. **(10 marks)**

QUESTION 5

Explain the following forms of news presentation.

- a) The inverted pyramid **(1/2 marks)**
- b) The hourglass **(1/2 marks)**
- c) The champagne glass **(1/2 marks)**
- d) Chronology **(1/2 marks)**