



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (PRINT)

(DMR 5 DMP 5)

FEATURE WRITING

MODULE (TII)

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 Describe the essential components of query letter. (20 marks)
- Q.2 Describe the main types of feature articles that are generally in demand by editors. (20 marks)
- Q.3 Draft a detailed schematic outline, to be submitted to an editor, for a feature article of your choice. (20 marks)
- Q.4 Discuss with examples the various argumentative styles in column writing. (20 marks)
- Q.5 Discuss the tips for approaching elusive celebrities for interviews. (20 marks)
- Q.6 Discuss the approaches available to a freelance journalist for ending a feature article. Support your answer with **TWO** examples. (20 marks)
- Q.7 Explain the similarities and differences in writing feature and magazine articles. (20 marks)
- Q.8 Write notes on:
- (a) The marketable qualities of an idea for a feature. (10 marks)
 - (b) Studying the markets. (10 marks)