

TECHNICAL UNIVERSITY OF MOMBASA

HUMANITIES AND SOCIAL SCIENCE

COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4205: NEWSWRITING AND REPORTING

END OF SEMESTER EXAMINATION

SERIES:SEP/DEC 2016

TIME:TWO HOURS

DATE:Pick DateSelect MonthPick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO sections. Section A is COMPULSORY, Answer ant TWO Questions in Section B.

Do not write on the question paper.

SECTION A

ANSWER ALL QUESTIONS

QUESTION 1

i Explain the following

- | | |
|--------------|------|
| a. vox pop | 2mks |
| b. kicker | 2mks |
| c. stringer- | 2mks |
| d. scoop | 2mks |

e. nose for news

2mks

ii Explain THREE reasons why the media uses vox pops

6mks

iii Explain THREE reasons why you would use quotes when writing news in print journalism

6mks

iv Discuss FOUR types of interviews used by news reporters when digging for information for a news story

8mks

SECTION B

QUESTION 2

Peter is a media guru who is not keen to hire beat reporters, you have been contracted to advise him. Discuss FIVE advantages and FIVE disadvantages of beat reporting in a Newsroom

20mks

QUESTION 3

a. People practice Journalism for a variety of reasons, using examples discuss any FIVE reasons you can associate with.

10mks

b. News values refer to the general criteria used by media outlets to determine how much prominence to give to a story what gets into the news. Discuss using examples any FIVE news values

10mks

QUESTION 4

Discuss using examples the 9 types of leads a story can have.

(20mks)

QUESTION 5

This is a newswriting exercise. Any resemblance to persons living or dead is purely coincidental.

You're on the reporters desk Bungoma Digest. You phone your contact a cop to see if anything's going on. Corporal Stephen Kipng'etich of Bungoma Police Station tells you the following:

There was a shooting tonight at the Narcos bar & grill on Bungoma Kanduyi road. Two men in the bar got into an argument. When the two started shoving each other, the bartender threw them out. For several minutes, people in the bar said they could hear the men still arguing on the street outside. Then there was the sound of a shot being fired. A few patrons rushed outside to see what had happened, and one of the men who had been arguing lay on the ground in a pool of blood. He'd been shot in the forehead. The victim appeared to be in his mid 30s, and was dressed in an expensive-looking suit and tie. The shooter was nowhere to be seen.

The shooting occurred around 10:45 p.m. Kipng'etich tells you the man was rushed to St. Mary's Hospital but was Dead on arrival. He says detectives are on the scene interviewing bar patrons about what happened but so far, no one seems to know much. "That's not surprising," he adds. "Narcos is a known hangout for drug dealers and users, and people aren't likely to talk." Kipng'etich says detectives don't yet have a motive for the shooting, but she speculates that the two might have been arguing over a drug deal.

Just as you're about to hang up, Kipng'etich tells you she just got the cause of death from the hospital - a .38-caliber bullet wound to the head. "And oh yeah," Kipng'etich adds, "we got an ID on the victim. He's Paul Matendechere the communications director in the governor office. Age 35." Bungoma's governor is named Fred Wepukhulu.

Assuming it's 11:30 p.m. You've got 30 minutes to bang out the story for a midnight deadline. 20mks