

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. cutline | 2mks |
| b. beat | 2mks |
| c. correspondent | 2mks |
| d. Stringer | 2mks |
| e. byline | 2mks |
| ii Draw and explain the inverted pyramid structure of a news story | 6mks |
| iii Using examples distinguish between hard news and soft news | 6mks |
| iv Highlight any FOUR qualities of a good news writer and reporter | 8mks |

SECTION B

QUESTION 2

Discuss the legal and ethical principles that guide newswriting and reporting as enshrined in the code of conduct and practice of journalism in Kenya

20mks

QUESTION 3

“Newspaper sentence structure and vocabulary must be chosen in such a way as to convey as much meaning as possible to the casual reader of marginal linguistic skill and at the same time to suit the needs of readers of culture and education”. Discuss the meaning of this statement using examples. 20mks

QUESTION 4

Discuss the influence of social media in today's world and how it impacts the practice of mainstream journalism

20mks

QUESTION 5

Using the accident information below, write a news story of 250 to 300 words for tomorrow's local daily newspaper

OCPD Malindi Police Station Inspector Juma Katana:

"The accident took place at about 10:45am this morning. I don't have all the information in yet, but what i can tell you is this. "A car and a Passenger Bus were in collision about two kilometers from Gede.

"According to an adult on board, the bus lost control when trying to overtake and buried itself in the side wall of a house.

"The car was trying to avoid a head on collision with the bus veered off the road and overturned. The road is narrow where the accident occurred.

"Enquiries are continuing into the causes of the accident.

"Those killed were: The driver of the car, Bakari Omar, 18, a secondary school boy, of Makara Village. The car was a 1989 Toyota Corolla. The bus driver, Ali Mshenga, 42, of Mariakani. A passenger in the bus, Gordon Oluoch, 11, of Malindi. "The bus was carrying forty-five children from Malindi Academy on a field trip from Gedi ruins. They were accompanied by two teachers and four parents. The two teachers , one parent and seven children injured were rushed to Malindi county hospital with injuries ranging from minor to serious. Six ambulances went to the scene to take the injured to hospital.

"The road was closed while the two vehicles were recovered and the bodies removed. Both vehicles were extensively damaged. The car was a write-off and the front of the bus, which absorbed much of the impact was badly damaged."

Malindi county hospital spokesman

Confirmed that 10 admitted to hospital. Three have been admitted with serious injuries. The other seven have been treated and discharged. No other information

Teacher Ms Wamboi wa Njeri

"It was awful. The car came around the corner going really fast it was inevitable that we would collide, there was a loud bang. It all happened so fast, i guess all the injured were in the front of the bus, i was lucky, i was further back."

It's 11:30 p.m. You've got 30 minutes to bang out the story for the newspaper before the midnight deadline. 20mks