



TECHNICAL UNIVERSITY OF MOMBASA

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.

SECTION A (Compulsory)

Question ONE

- I. Explain any **SIX** propaganda techniques used in Editorial and Opinion Writing **(12 marks)**
- II. List any **SIX** functions of the Editorial Board **(6 marks)**
- III. The Editorial Policies of a newspaper or magazine can be expressed through diverse ways. Explain any **FOUR** **(8 marks)**
- IV. Highlight any **FOUR** major determinants of good Editorial subjects **(4 marks)**

SECTION B (Answer any Two Questions)

Question TWO

A good editorial writer must appreciate the importance of all segments of an editorial. Discuss. **(20 marks)**

Question THREE

There is a striking relationship between public opinion and editorial writing, Discuss the functions of editorials in modern newspapers and magazines. **(20 marks)**

Question FOUR

Using examples discuss any Nine laws of persuasion **(20 marks)**

Question FIVE

Discuss why editorials are classified in the mass media and explain how **(20 marks)**