



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: SEPT 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

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.

Question ONE

- a) Highlight 3 types of Editorial audience. (6 marks)
- b) Explain **THREE** types of editorials found in Kenyan newspapers. (6 marks)
- c) Explain **TWO** meeting and **TWO** parting points of features and editorials. (8 marks)
- d) Public opinion can be formed in diverse ways. Explain any 5 ways. (10 marks)

Question TWO

Explain at least **SEVEN** ways that public opinion is beneficial. (20 marks)

Question THREE

Taking into account the Kenya Union of Journalists code of ethics and conduct. Explain **FIVE** crucial ethics of editorial writing. (20 marks)

Question FOUR

Describe the relationship between editorial writing and factual news reporting. (20 marks)

Question FIVE

Choose a position and write a 350 word editorial based on the following set of facts 20mks

A Kenya wildlife officer shot and killed a lion that strayed into a suburban residential area earlier this week.

The lion was shot while relaxing in a tree in one resident's front yard. A local television repeatedly broadcast footage of the killing, showing the moment of impact when the bullet hit the immobile lion and the limp body of the lion falling from the tree.

Some residents have said the KWS demonstrated a "lack of compassion" and argued that the KWS should have pursued a more humane option most notably the idea of using tranquilizer dart option and then trapping and relocating the lion. "I'm sorry to see the KWS took the easy way out," one resident said. Others weren't so diplomatic, referring to the KWS action as being "cruel," "atrocious" and "bloodthirsty." If the lion represented such a great danger, one resident said, why were the television reporters allowed so close to the scene. Dozens of letters critical of the KWS have been sent to your newspaper calling for the resignation of the head of KWS.

In their defence the KWS said wildlife experts told them that tranquilizer darts can take 25 minutes or longer to take effect. experts contracted by your newspaper have agreed with this. The KWS have argued that the tranquilizer dart option would have been fine if the lion stayed in the tree until it passed out. But, they argued, being shot with a large hypodermic needle would likely propel the lion into active flight, and the lion had leapt 6-foot fences, according to witnesses who saw it moving around the neighborhood. KWS officials argued that attempting to shoot a running lion on the ground would create a serious danger from stray shots – to other officers, numerous news reporters and bystanders, even persons inside their homes.