



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

CERTIFICATE IN MASS COMMUNICATION

(CMC)

INTRODUCTION TO NEWS WRITING AND REPORTING

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions. Attempt three questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 You are the first reporter to arrive on a scene where a suspected robber has been lynched by a mob in Mwembe Tayari area of Mombasa. Write a news story on this incident. (30 marks)
- Q.2 (a) Explain any **FIVE** roles of journalism. (10 marks)
- (b) (i) Using examples, identify and explain any **FOUR** types of news leads. (8 marks)
- (ii) Explain the term “Proximity” as applied in news writing. (2 marks)
- Q.3 (a) Define “News”. (2 marks)
- (b) Outline any **FOUR** credible sources of news. (8 marks)
- (c) Explain how you as a journalist can write good stories. (10 marks)
- Q.4 (a) (i) Define the term “News”. (2 marks)
- (ii) Explain **SEVEN** characteristics of news. (14 marks)
- (b) Explain the following terms as applied in journalism.
- (i) Bizarre (2 marks)
- (ii) Oddity (2 marks)
- Q.5 (a) Explain or distinguish the difference between “a quote” and an “attribution”. (4 marks)
- (b) (i) Give/identify **THREE** reasons for attribution. (6 marks)
- (iii) Explain **FIVE** importance of using quotes in news writing. (10 marks)