



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

CERTIFICATE IN MASS COMMUNICATION

HMC1102: NEWS REPORTING

END OF SEMESTER EXAMINATION

SERIES: AUGUST: 2019

TIME: 2HOURS

DATE: Aug2019

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of five questions. Answer Question ONE and any other TWO questions. Choose instruction.

Do not write on the question paper.

Question ONE

- a. What is a News? **(2Marks)**
 - a. Identify at least **FIVE** features that should be considered in news gathering
(5marks)
- b. Give **FIVE** important points to bear in mind when writing a broadcast news story.(5marks)
 - a. Explain the **TWO** different types of new **(4Marks)**
 - b. Identify **FOUR** points to consider when presenting on a piece to camera (PTC) for TV news bulletin. **(4Marks)**

- i. Identify **FIVE** elements of a good headline for a newspaper article. (5marks)
- ii. State five tools that a beat reporter will carry when gathering news in the field.
(5marks)

Question TWO

- a) What are the ethical criteria's that every journalist should put in mind when gathering news.
(10Marks)
- b) Discuss FIVE factors which make an incident newsworthy
(10Marks)

Question THREE

- a) Briefly explain what you should avoid when conducting an interview for a newspaper story.
(10Marks)
- b) Explain** at least **FIVE** sources of news
(10Marks)

Question FOUR

- a) Describe at least **FIVE** characteristics of a good lead.
(10Marks)
- b) Describe **FIVE** major roles of an editor.
(10Marks)