



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
DIPLOMA IN PUBLIC RELATIONS
HMC 2104: NEWS WRITING
END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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 1 – COMPULSORY

- a. Define these terms as applied in news reporting and writing:
- i. News (2 marks)
 - ii. Coherence (2 marks)
 - iii. Attribution (2 marks)
 - iv. Prominence (2 marks)
 - v. Hour glass (2 marks)

- b. A news reporter has noted the following facts on his notebook after a field assignment. Use the facts to prepare a good news story. (20 marks)

Subject: Narcotics

Date: today 9.30 am

- Crackdown on drug trafficking.
- Exercise led by Msa OCPD.
- Police seize one tonne of hashish at Nyali.
- Was packed in coffee sachets.
- A local politician arrested.
- Also arrested are five foreigners.
- Police say all the foreigners were in Kenya illegally. Three from Nigeria, one from Egypt and the other from Sierra Leone.
- The politician owns the house in Nyali where the contraband was found.
- The consignment value about shs 75 million.
- “Information we have is that this is part of an international drug trafficking syndicate. We look to make more arrests and those we have arrested will be charged in court within the next 48 hours,” OCPD Salim Mtawali said.
- Some police sources told this journalist that the drug was sneaked into the country through a private jetty along Likoni Creek.
- The drug suspected to have been shipped from Afghanistan.
- Then possibly offloaded from the ship to a shunting dhow off the Kilifi shoreline for dispatch to the said jetty.

Question 2

- a) Using an illustration, explain Inverted Pyramid approach to news writing. (10 marks)
- b) Give FIVE reasons why the Inverted Pyramid approach remains popular in the world of news across media. (10 marks)

Question 3

You have been sent an editor to Garissa County to cover a biting famine that has left a few people dead from starvation and hundreds of animals dead.

- (a) For the purpose of gathering comprehensive information, list down at least 15 questions that you are to ask to various sources. (15 marks)
- (b) Suggest FIVE different sources you would contact during your tour. (5 marks)

Question 4

Researchers at Kilifi's KEMRI international center have accepted to grant you an opportunity to interview them about a new anti-malaria vaccine that is in last stages of testing before launch, soon. Outline how you would prepare and conduct the interview successfully. (20 marks)

Question 5

- a) Explain FIVE main problems that many reporters have with their news Leads/Intros. (10 marks)

- b) Explain at least FIVE types of Intros giving short examples of each. (10 marks)