



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 Dec 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 1 – COMPULSORY

- a. Explain
 - i. Bizarre (2 marks)
 - ii. Impromptu interview (2 marks)
 - iii. Staccato lead (2 marks)
 - iv. Mudslinging (2 marks)
 - v. Catchword (2 marks)

- b. The following story was poorly written by an amateur reporter. Use the facts in the story to write a better one. Sticks to the facts provided. (20 marks)

Subject: Fire Disaster

Date: Today

Huge fire broke out at Harakati slum in Changamwe, 15 minutes to 11 am.

The locals who talked to *Mombasa Daily* said they heard a loud bang in one of the houses. A moment later a huge cloud of smoke appeared.

The fire spread fast to the neighbouring houses. Many of the houses are thatched with makuti.

Five people, two of them a mother and her five-year-old son, were seriously injured.

About 35 houses were razed down by the fire. This left over 100 people homeless.

“We lost everything except the cloths we’re wearing. We do not know where to start our lives again,” lamented Charo Karisa. He is a father of three. He has lived in the slum for 10 years.

Mombasa police boss Salim Musikari estimated the property loss at shs 50 million. Destroyed property include residential houses, several shops, kiosks and hardware shops.

The injured five people were rushed to Coast General Hospital. They were all admitted.

Tension gripped the area. It was unclear whether the fire was an act of arson. The police boss said investigations were ongoing to establish the true cause of the fire.

It took residents and fire brigade personnel from Mombasa municipality and the Kenya Airport Authority about one hour to extinguish it.

Question 2

- a) With the aid of an illustration, explain the Hourglass form of organizing a news story and say what kind of stories it is mostly suited for. (12 marks)
- b) Outline EIGHT qualities of a well written news story. (8 marks)

Question 3

- a. Kenyan international movie star Lupita Nyong'o is jetting into the country through Mombasa International Airport to attend her grandmother's burial and thereafter take a one-week holiday at the coast. During her holiday it is said she would also be discussing a possible partnership with a local NGO to finance to support a yet-to-be specified charity project. You have managed to secure 20 minutes with her for interview to be aired in your FM radio station.

List 15 important questions that you would pose to her. When doing that, consider some obvious information can be secured from newspaper archives. (15 marks)

- b. Outline at least FIVE rules of interviewing you would adhere to during the interview. (5 marks)

Question 4

- a. Explain THREE types of news quotes. (6 marks)

- b. Discuss the role of quotes in a news story. (8 marks)

- c. Outline SIX guidelines on effective application of quotes in a story. (6 marks)

Question 5

A local daily has placed an advertisement calling for college graduates to apply for position of Correspondent in the rural counties of Coast region.

Write an essay of one page convincing the newspaper editor that you are best candidate for the job.

(20 marks)