



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R II)

BMC 2109: NEWS WRITING I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

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INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following:
- i) Convergence (2 marks)
 - ii) Parallelism (2 marks)
 - iii) Plagiarism (2 marks)
 - iv) Euphemism (2 marks)
 - v) Redundancies (2 marks)
- b) State **FIVE** factors which influence News judgment. (5 marks)
- c) The governors of
- i) Kilifi County (1 mark)
 - ii) Kisumu County (1 mark)
 - iii) Nairobi County (1 mark)
 - iv) Machakos County (1 mark)
 - v) Bomet County (1 mark)
- d) Write an objective news item on “Conflict between the police and hawkers in Mombasa”. (250 words). (6 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

State and explain **FIVE** ways of achieving clarity as advised by Paula Lorosque managing editor of the Dallas morning news. (20 marks)

QUESTION 3

With the use of relevant, current and appropriate examples discuss the factors which determine “What is news?”. (20 marks)

QUESTION 4

In order to promote high professional standards among journalists the Media Council of Kenya has established an elaborate code of conduct. Comment on the following principles:

- a) Accuracy and fairness. (4 marks)
- b) Integrity (4 marks)
- c) Hate speech (4 marks)
- d) Obscenity, taste and tone in reporting. (4 marks)