



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS I)

BMC 1118: NEWS REPORTING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

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) Explain the following terms as referred in Newswriting:
- i) Libel
 - ii) Slander
 - iii) Caption
 - iv) Prominence
 - v) Accuracy
- (10 marks)
- b) Explain any **FIVE** news values. (5 marks)
- c) Name any **FIVE** sources of news. (5 marks)
- d) Explain how the 5W + H affects in news writing. (5 marks)
- e) State any **FIVE** ethical consideration the reporter should adhere when on the beat. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Using the below facts, write a newstory of not more than 200 words:

- a) Kibarani
 - b) Makupa police station OCPD confirmed
 - c) Two matatus collided
 - d) 6 people feared dead
 - e) Black sport.
- (20 marks)

QUESTION 3

- a) Explain the role of pictures in Newspaper publishing. (10 marks)
- b) Explain **FIVE** reasons why one would prefer to get news from newspapers rather than Radio. (10 marks)

QUESTION 4

Explain any **TEN** traits of a good Newsreporter. (20 marks)

QUESTION 5

Discuss the important of punctuations in Newstory writing. (20 marks)