



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION
HMC 4205: NEWS WRITING GATHERING AND REPORTING

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: AUGUST 2024

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 ONE

Define the following terms

1. Add (2 marks)
2. Assignment (2 marks)
3. Attribution (2 marks)
4. Actuality (2 marks)
5. Airtime (2 marks)
6. Audio (2 marks)
7. Background (2 marks)
8. Banner (2 marks)
9. Beat (2 marks)

- 10. Break (2 marks)
- 11. Beeper (2 marks)
- 12. Bulletin (2 marks)
- 13. By line (2 marks)
- 14. Cub (2 marks)
- 15. Cutaway (2 marks)

Question 2

- a). In today's digital landscape, online news reporters need a unique skillset. Discuss five essential qualities that contribute to success in this field. (10 marks)
- b.) News stories for television and radio have distinct characteristics. Using examples, explain five key factors that determine the newsworthiness of a story for broadcast media. (10 marks)

Question 3

As a reporter for TUM Radio, your editor assigns you to interview Kenya's President Hon. Ruto about the Gen Z-led protests against the Finance Bill 2024. Outline how you would prepare (10 marks) for and conduct (10 marks) this interview.

Question 4

You've been invited to inspire future journalists! Explain to media students at the Technical University of Mombasa what motivates you as a news reporter and keeps you committed to your profession. (20 marks)

Question 5

Breaking news! You receive word of a homicide in Bamburi while on your way to work. Rushing to the scene, discuss the ten essential elements you MUST incorporate into your report before sending it to your editor. (20 marks)