



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR: CERTIFICATE IN MASS COMMUNICATION

HMC 1102: NEWS REPORTING

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: 3Dec 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

- i. You're a television producer with Wembe Media. Discuss FOUR advantages of watching television news. (8 Marks)
- ii. Explain the 5W's + H in news writing and reporting. (12 Marks)
- iii. Describe FIVE types of leads in news reporting. (10 Marks)

Question TWO

- i. "When a dog bites a man it's not news but when a man bites a dog it's news". Discuss this adage. (10 Marks)
- ii. Outline FIVE importance of a press conference. (10 Marks)

Question THREE

- i. You are a reporter with BEKI Newspaper. Highlight FOUR qualities that you possess as a reporter.

(8 Marks)

- ii. Discuss **SIX** sources of news for this publication. (12 Marks)

Question FOUR

- i. As an expert Journalist with Yako Media, describe the nature of a news story.

(10

Marks)

- ii. Describe **FIVE** rules for writing a press release. (10 Marks)

Question FIVE

- i. Distinguish Hard News from Soft News. (8 Marks)

- ii. Explain **SIX** steps taken by a journalist in preparation for a press conference.

(12

Marks)