



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
CERTIFICATE IN MASS COMMUNICATION
HMC 1102: NEWS REPORTING
END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: Pick Date Aug 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 1 – COMPULSORY

- a) Write a news story using the police briefing attached on page 3 of this exam paper. Note: your story will be examined for lead, overall structure, coherence, grammar and appeal. (20 marks)
- b) Explain the basic differences between the Inverted Pyramid and Narrative styles of writing. You may use sketched illustrations to support your answer. (10 marks)

QUESTION 2

Suppose you have been appointed as editor in chief of the TUM weekly news magazine that serves this Institution's community and the surrounding population. Suggest TEN story ideas you would have written about on the next issue slated to come out a week from today.

(20 marks)

QUESTION 3

A highly celebrated and award-winning Journalist from Wall Street Journal called Bill Blundell suggests that writers reporting on crime, accidents and conflicts should apply Six Story Blocks in their research and writing. Name the Blocks and explain them using an example.

(20 marks)

QUESTION 4

- a) Outline TEN guidelines for a good interview. (10 marks)
- b) You are a Journalist at the *Pwani TV* and for some time you have been trying to reach out to Mombasa Governor Abdulswamad Nassir for an interview. This morning you bounced on him at a local hotel in a relaxed mood and he readily agreed to grant you the interview. List down TEN key questions you would pose to him bearing in mind your target audience and issues that are current in this county. (10 marks)

QUESTION 5

- a) A certain scholar said: "News is bad news." In about 50 words explain whether you agree or disagree with him. (6 marks)
- b) Some events we witness in our daily life are news worthy while others are not. Explain at least FIVE aspects you would consider in determining whether an event is worth covering. (10 marks)
- c) Explain the difference between Informing and Educating functions of Journalism. (4 marks)

ATTACHMENT FOR QUESTION ONE

Scene: Mtwapa

Subject: Accident

Date: Today 9 am

I am Safari Mwangalizi, the traffic police commandant in the Kilifi County. As you can see these two vehicles, this matatu here and that pick-up over there, collided. The matatu was heading to Kilifi. Its driver tried to overtake another small car when the pickup emerged from the opposite direction forcing the matatu driver to break while trying to return to his lane. It was too late; the two vehicles collided.

The matatu was hit on the driver's side which caused it to overturn on the side of the road while the pick-up also overturned on the other side. Five passengers in the matatu were critically injured. Also critically injured was the driver of the pick up along with his lone passenger.

Seven other passengers in the matatu were slightly injured.

Good Samaritans responded immediately after the accident and rescued the victims from the wreckages of the two vehicles. The injured have been admitted at the Coast General hospital and information we have is that those slightly injured will be allowed to go home within today after treatment.

The two vehicles were extensively damaged as you can see. I take this opportunity to urge motorists along this road and other to observe speed limits. The road along Mtwapa Township is clearly marked 50 KPH limit and it is clear that the two vehicles involved had exceeded the speed. We will charge them with reckless driving after they come out of hospital.