



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
CERTIFICATE IN MASS COMMUNICATION
HMC 1105: : ENGLISH FOR JOURNALISTS
END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FOUR** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE (30 marks)

a) Define the following terms:

- i. Idiom (3 marks)
- ii. Metaphor (3 marks)
- iii. Onomatopoeia (3 marks)
- iv. Oxymoron (3 marks)
- v. Simile (3 marks)

b) Construct two sentences for each of the following sentence structures:

- i. Simple sentence (3 marks)
- ii. Compound sentence (3 marks)
- iii. Complex sentence (3 marks)

c) Explain the role of language styles (e.g., idioms, metaphors) in formal writing. Provide examples. (6 marks)

Question TWO (20 marks)

a) Identify and correct the following sentence errors: (10 marks)

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- i. Run-on sentence (2 marks)
- ii. Comma splice (2 marks)
- iii. Sentence fragment (2 marks)
- iv. Misplaced modifier (2 marks)
- v. Double negative (2 marks)

b) Discuss the importance of avoiding sentence errors in professional journalism. Provide examples of common errors found in journalistic writing. (10 marks)

Question THREE (20 marks)

- a) Define the difference between formal and informal writing. (6 marks)
- b) Provide examples of when formal writing is required in journalism, and contrast them with instances when informal writing may be acceptable. (8 marks)
- c) Write a formal and informal version of the same message. The message should be about a change in editorial policy at a media house. (6 marks)

Question FOUR (20 marks)

- a) Explain the relationship between spelling and pronunciation in English. How do they affect communication in journalism? (6 marks)
- b) List and describe FIVE common spelling rules in English. (10 marks)
- c) Provide examples of words whose spelling and pronunciation may confuse journalists and their audiences. (4 marks)

Question FIVE (20 marks)

- a) Discuss the importance of functional writing in journalism. Provide examples of different functional documents that a journalist may need to write. (8 marks)
- b) Create a brief memo for a newsroom staff meeting, outlining the agenda for discussing new media trends. (6 marks)
- c) Explain the use of tone and language style in writing professional emails in journalism. (6 marks)