



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. Present continuous tense (3 marks)
- ii. Past perfect tense (3 marks)
- iii. Definite article (3 marks)
- iv. Indefinite article (3 marks)
- v. Quantifier (3 marks)

b) Correct the tenses in the following sentences to reflect accurate journalistic reporting:

- i. She will writes an article tomorrow. (2 marks)
- ii. They had been reporting on the issue since last year. (2 marks)
- iii. The editor have approved the news story. (2 marks)
- iv. The journalist were interviewing the politician yesterday. (2 marks)
- v. He already finishes his editorial work. (2 marks)

c) Explain the significance of using correct tenses and determiners in journalistic writing. (6 marks)

Question TWO (20 marks)

a) Discuss the importance of rhetorical devices such as pun, oxymoron, and alliteration in media writing. (10 marks)

b) Provide examples of how a rhetorical device can be used to create impact in a headline or opening paragraph. (10 marks)

Question THREE (20 marks)

- a) Explain the concept of effective communication in journalism. What elements are necessary for clear communication? (6 marks)
- b) Describe how a journalist can improve their communication skills in both writing and reporting. (6 marks)
- c) Provide examples of communication breakdowns in journalism and how they can be avoided. (8 marks)

Question FOUR (20 marks)

- a) Describe the relationship between formal writing and journalistic ethics. How can language choice impact ethical reporting? (8 marks)
- b) Discuss how formal writing supports objective journalism. Provide examples of when objectivity is essential in reporting. (6 marks)
- c) Explain the consequences of unethical language use in journalistic writing. (6 marks)

Question FIVE (20 marks)

- a) Define the components of sentence structure: subject, verb, and object. (6 marks)
- b) Provide examples of how sentence structure manipulation (e.g., active vs. passive voice) can change the tone and meaning of a journalistic report. (8 marks)
- c) Write a paragraph that includes both active and passive sentences to illustrate their different effects in journalistic writing. (6 marks)