



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: 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 ONE

(i) **TUMO Radio has advertised for a position of reporter on a local daily with the following qualifications:**

- ✓ One must have completed at least a certificate in Mass Communication in a recognizable college/university.
- ✓ Must have one year experience reporting for a regional radio station based at the Coast.
- ✓ Must know how to edit audio clips
- ✓ Ability to report in both English and Swahili is an added advantage.
- ✓ Ability to report for online platforms.

Required: Write a response to the advert before September 15, 2024 in a letter of between 150 and 200 words to:



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TUMO Radio Manager

P.O. Box 23421,

MOMBASA

(15 Marks)

- (ii) Journalists use informal language in their daily undertakings. Outline FIVE instances where this applicable (5Marks)
- (iii) Describe the following key aspects of informal writing
 - (a) Grammar (2Marks)
 - (b) Tone (2Marks)
 - (c) Abbreviation and Acronyms (2Marks)
 - (d) Slang (2Marks)
 - (e) Contractions (2Marks)

QUESTION 2.

- (i) Differentiate between qualifiers and quantifiers (4 Marks)
- (ii) With clear illustrations, describe definite and indefinite quantifiers (6 Marks)
- (iii) Qualifiers help journalists to moderate the strength of statements, making the reporting more credible and balanced. Demonstrate how journalists use qualifiers in their daily undertakings (10 Marks)

QUESTION 3

Your media organization has just employed a reporter who has no much experience. You have assigned to mentor her/him. What tips would you give to assist her/him to avoid sentence errors in her/his reports? (12 Marks)

- (i) Briefly explain the importance of correcting sentence errors in the field of journalism (8 Marks)



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QUESTION FOUR

(I) Explain in details any FOUR types of functional writing (12 Marks)

(ii) Clarity and conciseness in functional writing are essential for effective communication, ensuring that messages are understood, appreciated, and acted upon in the intended manner. Explain FOUR benefits of being clear and concise in functional writing (8 Marks)

QUESTION FIVE

(i) Explain in details FOUR ways how the rule of three is used in the media industry (12 Marks)

(ii) The Rule of Three is a powerful technique in communication that leverages the natural preference for triads to make information more engaging, memorable and effective. Briefly explain FOUR reason why is effective way of communication.

(8 Marks)



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