



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
/BACHELOR OF BROADCAST JOURNALISM
HMC 4205: NEWSWRITING, GATHERING AND REPORTING
END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2024
TIME: 2 HOURS
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 five questions. Answer Question ONE and any other TWO questions. Choose instruction.

Do not write on the question paper.

Question ONE (30 Marks)

a) Explain the meaning of these terms as used in the context of the changing delivery of news:

- i) Blogs
- ii) Podcast
- iii) RSS:
- iv) Aggregator:

(8Marks)

b) Discuss at least SIX ways in which the web has changed the nature of news

(12marks)

c) By use of examples, show what the following elements of a basic News Story mean to you:

i) **Headline**

(2Marks)

ii) **Lead**

(2Marks)

iii) **Nut graph**

- iv) Support for the Lead (2Marks)
- v) Quotes and Sound bites (2Marks)
- (2Marks)

Question TWO (20Marks)

- a) Briefly explain what you understand by the GOAL concept of interviewing (10Marks)
- b) Discuss Interviewing Problems by addressing the following issues:
 - i. What do you do if the source says something is “off the record” during an interview?
 - ii. What do you do if the source tells you not to use his name after the interview?
 - iii. What do you do if the source gets emotional and starts to cry during the interview?
 - iv. What do you do if the source terminates the interview abruptly before you have the information you need? Ask if you could contact the source again for further questions.
 - v. What do you do if the source gives you information that is inaccurate or false?

Question THREE (20Marks)

- a) Identify and explain methods of gathering news (10marks)
- b) Explain the guidelines necessary for broadcast news writing (10Marks)

Question FOUR (20Marks)

- a) What do you understand by the term “Story package”? (2Marks)
- b) Identify and explain in detail the two types of packages know to you.
Short packages: (10Marks)
- c) Discuss the standard parts of a package. (8Marks)

Question FIVE (20Marks)

- a) Explain the meaning of the following terms as used in broadcast News Writing:
 - i) Header
 - ii) Slug
 - iii) Teaser
 - iv) Lead-in
 - v) VO

- vi) SOT
- vii) Logging the Tape
- viii) Actuality
- ix) Outcue
- x) CG

(1Mark each = 10Marks)

b) *Convert the following newspaper story into a TV Broadcast story.*

A 16-year-old boy, driving without a license, led Louisville police on a 13-minute chase yesterday afternoon, driving at up to 80 mph on streets in the Highlands sections where the sidewalks were crowded with pedestrians.

The pursuit ended at 5:05 p.m., when the boy—whose name police did not release because of his age – rammed his father’s 1991 Honda Accord into the rear of Officer Bob Arnold’s patrol car on Trevilian Way just east of Valley Vista.

No one was injured, and the police car suffered only a minor scrape on the rear bumper. The other car was damaged more.

Officer John Butts said the chase started near Cherokee Park when he tried to stop the boy for running over a stop sign, and the boy refused to pull over. Butts radioed for help and Arnold joined the chase.

“I was concerned, because he came close to hitting several pedestrians who were out walking because of the nice weather,” Butts said last night.

“Anxiety sets in when a chase continues on for this amount of time,” he added. “It’s longer than any officer would prefer to be in a high speed vehicle pursuit.”

Butts said the boy forced several cars off the road during the chase, which came to an end when Arnold managed to get in front of the boy and slowed down. He said the boy will be charged with numerous felonies and traffic violations; among the charges are wanton endangerment and resisting arrest. The boy was taken to the Jefferson County Youth Center.

Butts said he did not know why the boy refused to stop, but added, “He has no license, and he was not supposed to be driving his father’s car.”—*The* (Louisville, Ky.)

(10Marks)