



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R III)

BMC 2213: FEATURE WRITING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Differentiate between a profile and a dramatic story. **(8 marks)**
- b) State and explain **FIVE** dimensions that may reveal a person's character. **(10 marks)**
- c) State **FIVE** specific elements that you would use to qualify a profile for publication should you become a features editor. **(10 marks)**
- d) State **TWO** differences of a headline. **(2 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the following leads while giving relevant examples:

- a) Freak lead **(5 marks)**
- b) Expression lead **(5 marks)**
- c) Surprise lead **(5 marks)**
- d) Prediction lead **(5 marks)**

QUESTION 3

Discuss the importance of research before conducting an interview for feature stories. **(20 marks)**

QUESTION 4

A journalist can easily fall into traps when quoting sources. Explain the pitfalls that you would avoid when quoting a source. **(20 marks)**

QUESTION 5

Read the "article" on the next page and then answer the following questions:

- a) What type of feature story is this? **(2 marks)**
- b) Justify your answer in 5 i) above. **(2 marks)**
- c) What is the most striking scenes created by the writer. **(8 marks)**
- d) Summarise the article in 400 words. **(8 marks)**