



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R II)

BMC 2109: NEWS WRITING I

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) Define a Journalist. (2 marks)
- b) State the qualities of a journalist. (5 marks)
- c) Explain **SIX** functions of Journalism in the society. (6 marks)
- d) Explain **FOUR** importances of the inverted pyramid. (4 marks)
- e) State **THREE** weakness of the inverted pyramid. (3 marks)
- f) Write a 350 word article on “Devolved system of government”. (10 marks)

QUESTION 2

The following facts have been provided

Date 14th FEBRUARY 2014

VENUE : MOMBASA COUNTY

- Hawking is banned within Mombasa CBD
- Hawkers evicted by force.
- County Askaris backed by police in combat riot gear.
- People run helter skelter personal vehicles are vandalized
- 30 hawkers arrested
- 10 hawkers injured.
 - Mombasa governor refuses to address the hawkers
 - Hawkers union leader says that “we are determined to stay put” Mwambili

Write a comprehensive news story. (20 marks)

SECTION B (Answer any TWO questions)

QUESTION 3

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

QUESTION 4

Discuss the importance of conducting research as the first step in writing an in-depth story. (20 marks)

QUESTION 5

Discuss the different perspective of news. (20 marks)

QUESTION 6

State and explain the factors which determine news. (20 marks)