



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4215: NEWS GATHERING WRITING AND REPORTING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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***
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SECTION A (Compulsory)

QUESTION 1

- a) For decades textbooks on reporting have discussed the classic elements of news criteria most often considered as determining Newsworthiness; within the context of the foregoing statement, explain the following:
- | | |
|-----------------------------|-----------|
| i) Timeliness. | (2 marks) |
| ii) Proximity | (2 marks) |
| iii) Conflict | (2 marks) |
| iv) Eminence and prominence | (2 marks) |
| v) Consequence and impact | (2 marks) |
| vi) Human interest | (2 marks) |
| vii) Oddity | (2 marks) |
| viii) Importance | (2 marks) |
| ix) Humuor | (2 marks) |

x) Novelty (2 marks)

b) Explain **FIVE** roles of journalist in the society. (10 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Roy, Peter Clark, who is the best writing coach in the United States of America has developed a list of 14 traits often shared by good writers. Discuss any **TEN** such qualities. (20 marks)

QUESTION 3

Explain the following leads and at the same give examples to pontificate your examples:

a) The summary lead (4 marks)

b) The figurative or colour lead (4 marks)

c) Quotation lead (4 marks)

d) The descriptive lead (4 marks)

QUESTION 4

a) Discuss common news story faults.

b) Explain the following concepts:

– Objectivity (2 marks)

– Privacy (2 marks)