



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2102: NEWS WRITING I

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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) Discuss the principles for reporters on the beat. **(15 marks)**
- b) A mass communication curb wrote the following facts on a news item. Construct a coherent story while keeping in mind ethical and journalistic standards. **(15 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

You have been requested to cover Mombasa Municipal Council meeting chaired by his worship the mayor of the city. Controversial issues are raised during the meeting and finally explain the meeting about sources you would contact and the nature of information you would seek from them. **(20 marks)**

QUESTION 3

Write short notes on the following news values:

- a) Credibility
- b) Objectively
- c) Balance
- d) Fairness
- e) Accuracy **(20 marks)**

QUESTION 4

Discuss the role of journalism in a democracy. **(20 marks)**

QUESTION 5

- a) Explain the following concepts using appropriate examples to illustrate your point:
- i) Byline **(2 marks)**
 - ii) Convergence **(2 marks)**
 - iii) Nut-graph **(2 marks)**
 - iv) Plagiarism **(2 marks)**
- b) Explain any **SIX** ethical considerations journalists practicing in Kenya. **(10 marks)**