



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

BMC 2213: FEATURE WRITING

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 **FOUR** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

You have been assigned to do a feature article on the campaigning contenders who are visiting your town this weekend.

- a) Give detailed preparations that you undertake to ensure that all of them get balanced coverage. **(15 marks)**
- b) List at least **FIVE** questions you would pose to them. **(5 marks)**
- c) Summarise the above story in 1 (a) above in at least **THREE** paragraphs using any of the different leads used in feature writing. **(10 marks)**

SECTION B (Answer any FOUR questions)

QUESTION 2

Briefly discuss how quotations and dialogue can be used to colour and justify a feature using practical examples. **(10 marks)**

QUESTION 3

Discuss **FIVE** sources of feature stories in your environment and develop them into public interest stories. **(10 marks)**

QUESTION 4

A giant Humpback Whale has been stranded at the Jomo Kenyatta Public Beach and in attracting thousands of viewers who have never seen anything so big. As a reporter detail your approach to coverage of the story giving a list of potential sources you would seek in doing the story. **(10 marks)**

QUESTION 5

You have been covering a financial scandal at Town Hall. You receive an anonymous caller who promises to give you documents which can incriminate the Mayor and Town Clerk in criminal liability. The source provides the documents but tells you he cannot use the story without attribution. What would you do? **(10 marks)**

QUESTION 6

Discuss **FIVE** feature leads and how they can be used to add value to your story. **(10 marks)**