



# 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**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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) Explain and illustrate the following terms:
- i) By line (2 marks)
  - ii) A slant (2 marks)
  - iii) Spot news (2 marks)
  - iv) Press conference (2 marks)
  - v) Puff (2 marks)
- b) Write a news item on “Presidential debates in Kenya”. (800 words). (20 marks)

## SECTION B (Attempt any TWO questions)

### QUESTION 2

“A good reporter quickly learns the sources for the research information that will suit his or her needs”. Discuss. (20 marks)

### QUESTION 3

Explain FIVE interviewing skills for media writers. (20 marks)

### QUESTION 4

After you choose which quote to use in your story you will need to use it correctly. Highlight any FIVE types of quotes while giving examples for each case. (20 marks)

### QUESTION 5

- a) Explain FIVE ethical dilemmas in news reporting. (10 marks)
- b) State and explain any FIVE ethical considerations as provided by the media Council of Kenya. (10 marks)