



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1106: ENGLISH FOR JOURNALISTS

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

This paper consists of Four printed pages.

SECTION A (Compulsory)

QUESTION 1

a) Discuss any **FIVE** elements that an editor considers when deciding the newsworthiness of a story. **(10 marks)**

b) You are a journalist. Your editor has sent you to cover a story. Below are the details you find at the news scene:

Renowned model Naomi Campbell has jetted into the country. She has made it official that she is going to settle in Kenya for the rest of her life because she loves the country's climate. She has already bought 40 acres of land in Lamu and Malindi. She has also promised to build schools and hospitals around the country as a way of saying "thank you" to Kenya. She has revealed all this at West Park Hotel in Mombasa, accompanied by her manager, Ronny Johns and her entire public relations team. The Kenyan Minister of external affairs is also present at the conference.

Write out a lead of the story you are going to present to the editor. **(10 marks)**

c) The following are some errors made by journalists in writing and speech. Define each term appropriately. **(10 marks)**

- i) Cliché
- ii) Journalese
- iii) Ellipsis
- iv) Jargon
- v) Redundancy

SECTION B (Answer any **FOUR** questions)

QUESTION 2

a) Join the pairs of sentences below using the appropriate correlative conjunction. **(5 marks)**

- i) Masha will bring you food
Vivian will bring you food
- ii) John was awarded for being the cleanest boy in class.
John was also awarded for being top in mathematics in his class.
- iii) Patrick did not finish his assignment
Mica did not finish his assignment too
- iv) We are going swimming if it rains
We are going swimming if it does not rain
- v) The tree is too big
The tree cannot be cut in a day.

b) Join the sentences below using the appropriate conjunction in each case. **(5 marks)**

- i) You will pass your exam.

You have to work hard

- ii) Natalie finished primary school.
Natalie joined high school.
- iii) I think you are qualified.
You still have to convince the panel.
- iv) He came late.
He was not punished.
- v) Man purposes.
God disposes.

QUESTION 3

Complete the sentences below with the correct choice of words from the choice in brackets. (10 marks)

- i) The doctor comes to see her on every _____ day. We agreed to this as there was no other _____ (alternative, alternate).
- ii) We should not be very _____ and believe whatever the politicians say. Most of them are never _____ anyway! (credible, credulous)
- iii) As much as the child took a deep _____, he was not able to _____ properly because of the cold. (breath, breathe).
- iv) The _____ of the army is very good but it is our _____ duty to help our neighbours, especially the old and the sick. (moral, morale).
- v) Her _____ killed the _____ by hitting it with a slipper. (aunt, ant)

QUESTION 4

Rewrite the sentences below using the correct possessive form of the words in brackets. (10 marks)

- i) The (beaks of birds) are usually very tough as they are used to pick food like nuts or even insects from the (barks of trees)!
- ii) The villagers said that the fire that burnt three classrooms at Kiki (high school for girls) was the (fault of the gateman).
- iii) The (eggs of the hens) are harvested daily by the (sons of the farmer)
- iv) (Cat of Jimmy) likes rubbing itself against (legs of people).
- v) The (small brother of John) almost tore the (book of the lecturer) to pieces)

QUESTION 5

Rewrite the sentences below either in passive or active voice where applicable.

(10 marks)

- i) The baby kicked the cat
- ii) The tree was knocked down by the car
- iii) Lilly combed Jane's hair
- iv) The janitor killed the rats
- v) The phone was repaired by Karanja
- vi) Natasha's notes were written by Joshua
- vii) Kisini copied Karisa's work
- viii) Alfred's wife swept the room clean.
- ix) The doctor injected the patient's arm
- x) Candy brewed the illicit drink

QUESTION 6

a) Define paraphrasing.

(2 marks)

b) Outline **FOUR** qualities of a good paraphrase.

(8 marks)

- END -