



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 WRITING GATHERING & REPORTING

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) Define . | (2marks) |
| i) Journalism | (2marks) |
| ii) Convergence | (2marks) |
| iii) Gate keeping | (2marks) |
| iv) Freebies | (2marks) |
| v) Beat | (2marks) |
| vi) Byline | (2marks) |
| vii) Slant | (2marks) |
| viii) Source | (2marks) |
| ix) Cover | (2marks) |
| x) Morgue | (2marks) |
- b) Explain the following News elements while giving appropriate examples.

- | | | |
|------|------------|----------|
| i) | Timely | (2marks) |
| ii) | Proximity | (2marks) |
| iii) | Prominence | (2marks) |
| iv) | Bizarre | (2marks) |
| v) | Oddity | (2marks) |

SECTION B(Answer Two questions)

QUESTION 2

a) State Ten qualities of a sub-Editor. **(10marks)**

b) The following information was written by a cub reporter while on beat in Mishomoroni area of

Mombasa county.

Venue: Mishomoroni

Time : 9.00 a.m

Date : 8/2/2012

Writer: Philip Wambua

Title : ROBBERY AT

MISHOMORONI CORNER MBAYA.

FACTS:

- Margrete Karim robbed off her hand bag.
- She started waiting
- She was coming from Tausi;shopping centre.
- She is 27 years old.
- It was exactly 9:30a.m
- She was attacked by four men.

- She is a business lady.
- The handbag had five thousand shillings.
- The robbers also stole her phone
- Margrete was unable to identify the men who robbed off her handbag.
- Mishomoroni corner residents came for rescue.
- People searched for those men but they could not locate them.
- They informed the Kisauni police officers.
- Margrete wrote the statement.
- The police officers started the investigation.-

Write a comprehensive news story while keeping in mind all the ethical consideration. **(10marks)**

QUESTION 3

Explain Any FIVE categories of news stories while localizing your examples from what was reported in Kenyan media recently. **(20marks)**

QUESTION 4

Gunning, a former consultant to more than 100 daily newspapers developed what is called the principles of clear writing. Discuss TEN of them.

QUESTION 5

‘The best public affairs reporters do more than describing events.’ Discuss. **(20marks)**