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

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

a) Define a feature'

(2 marks)

b) Explain FIVE differences between Hard News and Soft news. **(5 marks)**
c) i) State FIVE sources of feature ideas. **(5marks)**
    ii) Explain THREE elements contained in the acronym AHIT. **(3marks)**
d) i) `Write a 300 words feature on (i) TUM celebrates Cultural WEEK IN Style``. **(5marks)**
    ii) `Farewell for Mandela. **(5marks)**
    iii) Kenya celebrates 50 years`. **(5marks)**

SECTION B (Attempt any FOUR questions)

QUESTION 2

Describe the following leads and also give a relevant example for each.

    i)   The Scenario lead
    ii)   Shock lead **(5marks)**
    iii)   Blind lead
            (5marks)
    iv)   Anecdote lead
            (5marks)
    v)   Summary lead
            (5marks)

QUESTION 3

Discuss the corocess of freelancing **(20marks)**

ION 4

You have been assigned to do a feature story on the collapse of a building in Mombasa which has killed 30 people.

a) Explain how you would approach this story. **(10 marks)**

b) List **FIVE** sources of information you would seek.   **(10 marks)**

QUESTION 5

Discuss the following types features:

a) Personality profile

b) Adventure

c) Explorative

d) Descriptive

e) Historical