



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1103: NEWS REPORTING

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 **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terminologies
- i) Spot news (2 marks)
 - ii) Staging (2marks)
 - iii) Aural writing (2marks)
 - iv) Spit page (2marks)
 - v) Ad- Lobbing (2marks)
- b) Name Six factors one should consider when he/she is writing for the ear. (6marks)
- c) Identify characteristics of a good news reporter. (6marks)
- d) Explain the meaning of soft lead. (3marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) List SIX important factors to consider while covering a political campaign. (6 marks)
- b) Name Four important skills of a good news reporter. (4 marks)
- c) Explain FIVE ways a reporter can prepare for news conference. (10marks)

QUESTION 3

- a) Explain FIVE criteria for selecting broadcast news. (10 marks)
- b) List FIVE ways one can bring color in a broadcast copy. (5marks)
- c) State FIVE characteristics of aural writing. (5marks)

QUESTION 4

- a) Explain FIVE factors when covering a crime that a good news reporter must put into consideration. (10marks)
- b) Name FIVE differences between writing for broadcast and writing for print. (5 marks)
- c) Name FIVE precautions a reporter should take to ensure that a demonstration is covered fairly. (5marks)