



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (PRINT)

(DMR 5 DMP 5)

FEATURE WRITING

MODULE (TII)

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 Discuss the differences between features and hard news. (20 marks)
- Q.2 State and explain when it is appropriate to send specs to an editor. (20 marks)
- Q.3 Explain the steps involved in developing a feature article from the idea stage to the market place. (20 marks)
- Q.4 Write notes on the following:
- (a) Choice of interviews (4 marks)
 - (b) Elusive celebrities (6 marks)
 - (c) Preparing the questions (4 marks)
 - (d) Questioning formulas and techniques (6 marks)
- Q.5 Differentiate between the following expository techniques.
- (a) Exposition (how-to) (6 marks)
 - (b) Exposition (narration style) (6 marks)
 - (c) Exposition (science and technology) (6 marks)
- Q.6 Write intros for each of the following:
- (a) Exposition (how-to) (6 marks)
 - (b) Exposition (narration style) (6 marks)
 - (c) Exposition (science and technology) (6 marks)
- Q.7 Explain the value of anecdotes in a story. Illustrate your answer with an example of an anecdote. (20 marks)
- Q.8 Explain what you understand by the term column and discuss the main requirements for a columnist. (20 marks)