



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(CMC)

INTRODUCTION TO NEWS WRITING AND REPORTING

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions. Attempt three questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 Write a news item on “Prostitution in Mombasa City”. (30 marks)
- Q.2 (a) (i) Define “Journalism” (2 marks)
(ii) Explain at least **SIX** functions of journalism in our society. (12 marks)
(b) State **SIX** qualities of an effective journalist. (6 marks)
- Q.3 (a) Define “news” according to:-
(i) Mitchell Charnely. (4 marks)
(ii) Charles Dana. (4 marks)
(b) Discuss the strengths and weaknesses of the two definitions in 2(a)(i) and (ii). (12 marks)
- Q.4 (a) Outline **FIVE** functions of each of the following devices in news writing.
(i) Quotes (5 marks)
(ii) Attributes (5 marks)
(b) Describe news values from a newspaper perspective. (10 marks)
- Q.5 Examine the role of confidentiality in news journalism. (20 marks)