



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN BROADCAST/PRINT JOURNALISM

## **NEWS WRITING II**

MODULE III EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2½ HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions.
3. Question **ONE** is compulsory.
4. All questions carry equal marks.

- Q.1 A boy of 12 has rescued a child of 6 from a car accident. Someone telephones the paper you work for and you are sent to get the facts. You realize that by the time you arrive at the scene you are going to tell the story through other people's words, and in particular the words of those people you are able to find in time for your deadline. You manage to line up interviews with the following contacts:
- The boy
  - His parents, who insist on being present
  - His teacher
  - A young couple who saw the incident
  - A young man who tried to help
  - The police.
- Write a 400-word lead story for your paper using the above sources. (20 marks)
- Q.2 (a) Define the term investigative reporting. (2 marks)
- (b) Explain the steps you would follow in producing an investigative story. (18 marks)
- Q.3 Write notes and give examples on the following:
- |     |              |           |
|-----|--------------|-----------|
| (a) | Redundancies | (4 marks) |
| (b) | Simplicity   | (4 marks) |
| (c) | Clichés      | (4 marks) |
| (d) | Journalese   | (4 marks) |
| (e) | Jargon       | (4 marks) |
- Q.4 Explain the **THREE** stages that are followed chronologically when reporting Sports. (20 marks)
- Q.5 Explain the points to be considered when writing a press release for a business story. (20 marks)
- Q.6 Explain the rules of presentation that are followed when writing a news story. (20 marks)
- Q.7 Explain the following terms:
- |     |              |           |
|-----|--------------|-----------|
| (a) | Objectivity. | (5 marks) |
| (b) | Subjectivity | (5 marks) |
| (c) | Slant        | (5 marks) |
| (d) | Plagiarism   | (5 marks) |