

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTERS IN
JOURNALISM AND MASS COMMUNICATION**

MJAC 814: NEWS GATHERING, WRITING AND INVESTIGATIVE REPORTING

STREAMS: MJACPT/SB

TIME: 3 HOURS

DAY/DATE: THURSDAY 08/04/2021

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS

- *Answer any four questions: All questions carry equal marks*
- *Do not write on the question paper*

1. Good sports writing, unlike news writing is a mixture of facts and interaction spiced with comments. Discuss. (20 marks)
 2. Discuss why it is difficult to determine who a journalist is today (20 marks)
 3. Discuss the shortcomings of a telephone interview as a means of gathering information. (20 marks)
 4. “An investigative reporter is half cop, half poet” (Bolch and Miller, 1978). Discuss the statement above. (20 marks)
 5. Assume that you are the CEO, communication authority of Kenya. Write a press release to be sent to all media houses in Kenya warning of dangers of fake news. (20 marks)
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