

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF BACHELOR DEGREE IN
COMMUNICATION AND MEDIA**

COMM 263: FEATURE WRITING

STREAMS: Y 2 S 1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/11/2020

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question one and any other two.

QUESTION ONE

- a. Write a 400-word feature article of a genre of your choice (20 marks).
- b. About the article (in question 1 a. above) briefly describe the following (10 marks).
 - i. Description of the publication including its name.
 - ii. Its market segment.
 - iii. target audience.
 - iv. description of the feature category.
 - v. Two potential interview sources.

QUESTION TWO

- a. Describe using examples a feature (6 marks)
- b. Discuss seven types of features giving an example of each (14 marks).

QUESTION THREE

Assume the Standard newspaper has asked you to do a review on a short story they intend to publish in one of their editions. Discuss some six linguistic devices you would be looking for (20 marks).

QUESTION FOUR

Discuss seven stages in the production of a feature article

(20 marks).

QUESTION FIVE

Write a 500-word feature of a genre of your choice for publication by a national newspaper

(20 marks).

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