

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

**DJMC 0112: NEWS WRITING AND REPORTING**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 24/09/2021**

**2.30 P.M – 4.30 P.M**

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**INSTRUCTIONS**

**Answer three questions**

**Question one is compulsory and has 30 marks**

**All other questions are 30 marks each**

**QUESTION ONE**

(a) Identify and explain five news values essentials for competitive a news story. [10 marks]

(b) Identify key news personnel and make a brief explanation of their roles in a media house.

[10

marks]

(c) From the following incident, ‘fire at market place’, write a three para news story while giving it a suitable headline. [10 marks]

**QUESTION TWO**

(a) Explain five features of a commercial magazine. [10 marks]

(b) Identify and explain five types of news common in print media. [10 marks]

**QUESTION THREE**

(a) Draw illustration of a print media house structure. [5 marks]

(b) Extract five key components of the structure and explain their functions. [15 marks]

**QUESTION FOUR**

Explain the following terminologies in the context of media:

- (a) Caption
- (b) Masthead
- (c) Citizen journalism
- (d) Social media
- (e) Free press
- (f) Canons of journalism
- (g) Column
- (h) News scoop
- (i) Running news
- (j) Media competition

[20 marks]

**QUESTION FIVE**

- (a) Explain five legal challenges likely to be encountered by a practicing journalism.

[10

marks]

- (b) Explain five ethical challenges likely to be encountered by a practicing journalism.

[10

marks]

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