

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0212: FEATURE WRITING

STREAMS:

TIME: 2 HOURS

DAY/DATE : TUESDAY 28 /09/ 2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

Answer ALL Questions in Section A and any other Two in Section B

SECTION A : 30 MARKS – COMPULSORY

1. a) According to media sociologists ‘beat’ reporting occurs because of the limited time reported are given to cover stones. Explain your understanding of beat reporting [10 Marks]
- b) It is the role of a journalist to find fundamental language of feature articles. Discuss four (4) points that demonstrates your comprehension of the statement above. [20 Marks]

SECTION B: 40 MARKS

2. In about 300 words, write an expository feature article of your choice. [20 Marks]
3. Discuss five steps involved in writing feature articles. [20 Marks]
4. A rule many feature writers follow has been attributed to editor Bryon Dobell “ A story should be a verb, not a noun.” What do you think Dobell meant by this rule? [20 Marks]

5. “Interviewing is so critical to journalism there is no good journalist in the world who is not a good interviewer.” Analyze. [20 Marks]
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