



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**DJMC 0126: CREATIVE WRITING 3.0 CFS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE : WEDNESDAY 22 /09/ 2021**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS TO CANDIDATES:**

- Answer Question One (Compulsory) and any other Two Questions in Section B.
- DO NOT WRITE ANYTHING on the question paper.

1. a) Imagine you are a communications expert in the ministry of health. Write a press release to the media on the government of Kenya's plan to have more Kenyans vaccinated AGAINST THE Covid-19.  
[20 Marks]

b) Define the following terms using relevant examples

(i) Plagiarism

(ii) Verbosity

(iii) Redundancy

[10 Marks]

**SECTION B**

2. Discuss the major five factors that a creative writer should consider before coming up with a creative piece of writing. [20 Marks]

3. Kenya is endowed with many creative writers who have come up with exemplary pieces but have not enjoyed their creative output. Critically analyze challenges of creative writing in Kenya and suggest possible solutions. [20 Marks]

4. Critically discuss four (4) roles of creative writers in the society using examples in their endeavours to relevant readers [20 Marks]
  5. Using relevant examples, distinguish between fiction and non-fiction creative writing. [20 Marks]
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