

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0222: FEATURE WRITING

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 24/3/2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Answer All questions in Section A and any other two questions in Section B.

SECTION A: 30 MARKS

- 1a) According to media sociologists, ‘beat’ reporting occurs because of the limited time reporters are given to cover stories. Explain your understanding of beat reporting. [10 Marks]
- b) It is the role of a journalist to find fundamental language of feature articles. [20 Marks]

SECTION B: 40 MARKS

2. In not more than 300 words, write an expository feature article of your choice. [20 Marks]
 3. ‘Interviewing is so critical to journalism that there is no good journalist in the world who is not a good interviewer.’ Discuss. [20 Marks]
 4. Discuss the steps involved in writing features articles. [20 Marks]
 5. A rule many feature writers follow has been attributed to editor Byon Dobell. “ A story should be a verb, not a noun.” (Journalism matters, 1998). What do you think Dobell meant by this rule? [20 Marks]
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