

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0102: NEWS WRITING AND REPORTING

STREAMS: DIP. COMMUNICATION AND MEDIA

TIME: 2 HOURS

DAY/DATE: TUESDAY 04/12/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer three questions.**
- **Question one is compulsory and carries 30 marks.**
- **All other questions carry 20 marks each.**

QUESTION ONE

- (i) Identify five key news personnel and briefly explain their roles. (10 marks)
- (ii) Discuss, five key highlights associated with the historical development of the print media. (20 marks)

QUESTION TWO

Discuss key news writing techniques. (20 marks)

QUESTION THREE

Explain the following news concepts;

- (i) Citizen journalism (4 marks)
- (ii) Free press (4 marks)
- (iii) Hard news (4 marks)
- (iv) Photo cropping (4 marks)

(v) News Editor

(4 marks)

QUESTION FOUR

Write a three para-story of own choice, with a suitable headline, based on a theme of crime.

(20 marks)

QUESTION FIVE

Often, journalists face ethical challenges in the course of duty. Highlight and discuss five main ethical challenges faced by journalists.

(20 marks)
