

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF JOURNALISM AND COMMUNICATION**

**COMM 260: NEWS WRITING AND REPORTING**

**STREAMS: BA (COMM)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 03/12/2019**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **Answer Three Questions**
- **Question One is Compulsory and carries 30 Marks**
- **All other questions carry 20 marks**

**QUESTION ONE**

- (a) Explain two news angles to look for when covering the following news scenarios;
- |                         |           |
|-------------------------|-----------|
| (i) Written speech      | [4 marks] |
| (ii) News conference    | [4 marks] |
| (iii) Fire disaster     | [4 marks] |
| (iv) Sports             | [4 marks] |
| (v) Entertainment event | [4 marks] |
- (b) Write a three para story based on academic graduation ceremony of your choice. Give the story a befitting headline. [10 marks]

**QUESTION TWO**

Identify 5 key media personnel and explain two distinct functions they perform. [20 marks]

**QUESTION THREE**

- (a) Explain five qualities of an effective mass media reporter. [10 marks]
- (b) Identify and explain key news values observed by journalists all over the world. [10 marks]

**QUESTION FOUR**

Explain the following;

- |                |           |
|----------------|-----------|
| (i) News scoop | [4 marks] |
| (ii) Mast head | [4 marks] |
| (iii) Magazine | [4 marks] |
| (iv) Editorial | [4 marks] |
| (v) News angle | [4 marks] |

**QUESTION FIVE**

Identify and briefly explain 10 ethical codes of practice of journalism that a practicing journalist ought to observe and avoid breaching. [20 marks]

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