

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

COMM 263: FEATURE WRITING

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/04/2018

8.30 A.M – 10.30 A.M

INSTRUCTION:

- **Answer all questions in section A and any two question in section B**

SECTION A(30MARKS)

1. (a) What is feature writing? [2marks]
(b) According to media sociologists, ‘beat’ reporting occurs because of the limited time reporters are given to cover stories. Explain your understanding of beat reporting. [8marks]
(c) It is the role of a journalist to find fundamental language of feature articles. Discuss. [20marks]

SECTION B (40MARKS)

2. (a) Discuss the steps involved in writing features articles. [10marks]
(b) “Interviewing is so critical to journalism that there is no good journalist in the world who is not a good interviewer (Schafer,1998). Discuss. [10marks]
3. In not more than 300 words, write an expository feature article of your choice.[20marks]
4. A role 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? [20marks]