

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

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

**DJMC 0202: FEATURE WRITING**

**STREAMS: DJMC**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 09/08/2018**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

- **Answer three questions**
- **Question one is compulsory**
- **Write legibly**
- **Exam cheating is a serious offence**

**SECTION A: 30 MARKS**

1. (a) Using relevant examples, distinguish a feature story from a typical hard news story. [10 marks]
- (b) Write a 400 words feature article of your choice that advocates. [20 marks]

**SECTION B: 40 MARKS**

2. A book review describes, analyse and evaluates. Discuss. [20 marks]
  3. Discuss four ethical and legal challenges related to personal columns in newspaper and magazines. [20 marks]
  4. Strictly speaking, a commentary is not a feature story. Analyze this statement. [20 marks]
  5. Many news organizations have pre-written obituaries on file for notable individuals who are still living, allowing detailed, authoritative and lengthy obituaries to appear very quickly after their death. Do you find this acceptable? Discuss. [20 marks]
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