

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0222: FEATURE WRITING

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question ONE and any other TWO

QUESTION ONE (COMPULSORY) – 30 MARKS

Write a 300 word feature article of a theme of your choice to a local daily newspaper for publication. [20 marks]

QUESTION TWO

Identify and explain 10 techniques of creative questioning/interviewing [20 marks]

QUESTION THREE

Demonstrate using examples 8 different approaches that can be used to write an introduction of a feature article [20 marks]

QUESTION FOUR

- (a) Discuss five types of feature articles. In your discussion, for each, elaborate the source of ideas [10 marks]
- (b) Explain five elements that a book reviewer must consider for a good review [10 marks]

QUESTION FIVE

Write how to article of a theme of your choice to a local daily newspaper for publication [20 marks]