

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 261: PHOTOJOURNALISM

STREAMS: B.A Y2S1 (ODEL)

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/12/2024

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** questions.
- **Question ONE** is compulsory.
- Write legibly.
- Exam cheating is a serious offense.

SECTION A: 30 MARKS

1. (a) Distinguish photojournalism from photography. (10 marks)
- (b) Illustrate how the process of converting light energy into electrical energy is accomplished by the camera's imaging device. (20 marks)

SECTION B: 40 MARKS

2. Close-up shot is a shot taken of a person or object at a close range, in order to capture the minute details of the subject. This shot is tightly framed and takes up most of the screen, as it is usually used to frame a character's face. Analyze the use of close-up in film making. (20 marks)
3. Cinematography is all about the art of visual storytelling. Aside from skillfully operating a camera and setting up the lighting for every scene, it involves controlling what the viewer sees and how the image is presented to them. Don't you find this subjective? Discuss. (20 marks)
4. Picture composition is one of the most difficult things to learn. If you think about it, composition is a very personal relationship between the photographer and the subject. Discuss how you can achieve picture composition using the rule of thirds. (20 marks)

5. Photo manipulation comprises the changing and transforming a shot, using various tools and techniques to get a wished-for result. Do you find this acceptable in photojournalism? Discuss why and why not. (20 marks)
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