

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

COMM 260: NEWS WRITING AND REPORTING

STREAMS: B.A

TIME: 2 HOURS

DAY/DATE: MONDAY 16/12/2024

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- Answer THREE questions.
- Question ONE is compulsory and has 30 marks.
- All other questions are 20 marks each.

QUESTION ONE

- (a) Journalism is about informing, educating and entertaining audience. Outline five challenges that make it difficult to effectively attain these goals. (15 marks)
- (b) With a suitable headline, write a three-paragraph story on the theme of political impeachment. (15 marks)

QUESTION TWO

The concept of the inverted pyramid in news writing is about style and content. Narrate why this is so. (20 marks)

QUESTION THREE

With the help of an organogram, illustrate and explain the functions of an ideal print media house. (20 marks)

QUESTION FOUR

Despite stiff competition from online media in the last 20 years, print media continues to thrive. In five strong points, discuss why this is so. (20 marks)

QUESTION FIVE

(a) Outline the American canons of journalism. (10 marks)

(b) Explain five legal issues contained in the Kenya Media Act. (10 marks)
