



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY (MAIN CAMPUS)

AMT 201: NEWS WRITING

Date: 2nd April, 2013

Time: 11.00am -1.00pm

INSTRUCTIONS:

- ♦ Answer QUESTION ONE and any other TWO questions.

INSTRUCTIONS: ANSWER THREE QUESTIONS IN TOTAL INCLUDING QUESTION NO. 1
AMT 208: NEWS WRITING

1. As a journalist assigned to cover the recent Kampala bomb blast in Uganda during the 2010 world cup in South Africa:
 - a. Explain in detail the information you would collect concerning casualties and the extensive property damage. [20 Marks]
 - b. Using a staccato intro, do an imaginary intro for the above story based on the casualties/property damage already discussed. [10 Marks]
2. "When a dog bites a man, that is not news...but if a man bites a dog that is news". Discuss the above statement by John Bogart. [20 Marks]
3. Before submitting a story, a reporter must go through a set of check list to ensure it meets the required standards. Explain the check list you must go through. [20 Marks]
4. A story starts with an intro, which is then built upon in the subsequent paragraphs to complete the account. Explain how you will achieve the above. [20 Marks]
5. As a journalist reporting in a conflict zone, explain how you would minimize risking your life in the course of your work. [20 Marks]