

MOI UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

Academic Year: 2013 – 2014, APRIL-JUNE SESSION

YEAR OF STUDY: 2<sup>ND</sup> SEMESTER: 2

SCHOOL: HUMAN RESOURCE DEVELOPMENT; DEPARTMENT:  
COMMUNICATION STUDIES

DEGREE BEING EXAMINED: BACHELOR OF SCIENCE IN COMMUNICATION  
AND PUBLIC RELATIONS & COMMUNICATION AND JOURNALISM

COURSE TITLE: ENGLISH FOR JOURNALISTS

CODE: CMM 215

EXAMINATION DATE: Friday, 6<sup>th</sup> June 2014

CAMPUS: MAIN

NUMBER OF CANDIDATES: 120

No. of pages: 4

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INSTRUCTIONS :

Answer **four** questions. Question 1 is compulsory

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QUESTIONS

1. a. The following are some headlines carried by local newspapers in the recent past:
  - ❖ EA's biggest ever project rolled out
  - ❖ 52 officials sent home as liquor firms shut
  - ❖ MP who earns ZERO salary
  - ❖ ODM vows to take seat from Ruto Man
  - ❖ Revealed: What Duale said about terrorism
- i. With reference to these headlines, identify and explain the general characteristics of newspaper headlines. (5 Marks)
- ii. Referring to the *various parts of speech* used in the given headlines, state any five grammatical rules which govern the writing of newspaper headlines (5 Marks)
- iii. For each of the headlines given above provide an alternative headline you would have used had you been the paper editor. (5 Marks)