



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA
IN JOURNALISM AND MASS MEDIA**

(CITY CAMPUS)

ADJM 0102: NEWS WRITING

Date: 2nd December, 2015

Time: 2.00 – 4.00 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY

1stYear 1stSemester (KISUMU CAMPUS)

ADJM: 0102NEWS WRITING

Instructions: Answer **Three** Questions. Question **ONE** is compulsory.

Duration: 2 hours

1. a) Define the following terms

i. Soft news (2 Marks)

ii. Staccato lead (2 Marks)

iii. Source (2 Marks)

iv. Interview (2 Marks)

b) Illustrate the shape of a news story (4Marks)

c) Discuss four disadvantages of a telephone interview (8 Marks)

d) Explain five reasons why maintaining sources remains a cardinal role of a journalist (10 Marks)

2. Describe the reasons why sources can decline a request for an interview
(20 Marks)

3. a) Justify any six qualities of a good journalist (12 Marks)

b) Explain any four sources of news (8 Marks)

4. a) State and explain four values of a news story (8 Marks)

b) Discuss six elements of a properly written news story (12Marks)

5. Describe the strategies of coming up with an effective investigative article in the context of reporting corruption in government (20 Marks)