

RONGO UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR

THIRD YEAR, FIRST SEMESTER

FOR THE DEGREE IN BSc IN GRAPHICS, COMMUNICATION AND ADVERTISING, BSc in
COMMUNICATION AND JOURNALISM & BSc IN COMMUNICATION AND PUBLIC
RELATIONS

COURSE CODE: CMM 320

COURSE TITLE: PHOTOJOURNALISM

INSTRUCTIONS: Answer **ONE** question only

QUESTION ONE

Using the picture provided, write **six** pages on “Youth Fashion Craze “to include:

- (i) Youth fashion as depicted by the photo (25 MARKS)

- (ii) What are the distinctive features that are prominent on the photo depicting “Fashion Craze” (20 MARKS)

- (iii) Do you like this fashion model or not? (25 MARKS)

QUESTION TWO

- Can the photo be used to advertise new Youth Culture (25 MARKS)

- Does the photo tell us more about beauty fashion that renders the craze? (20 MARKS)

- Can the photo be used for advertisement for any beauty product (25 MARKS)?

