



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

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

CITY CAMPUS

ACJM 0014: NEWS WRITING

Date: 20th April, 2016

Time: 2.00 – 4.00 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

CERTIFICATE

1st year 2nd semester

ACJM 0014: NEWS EDITING

Answer question ONE and any other TWO questions. **Duration:** 2hours

1. Read the story below and answer the questions that follow

The residents said the region is washed with all sorts of liquor that rogue merchants manufacture secretly and distribute in local bars.

Toxic illegal alcohol is back in Kirinyaga country and residents have appealed to President Uhuru Kenyatta, who is touring the region to act.

"These people manufacture liquor at night and deliver it to local bars where it is sold to youths and villagers," said Mr. Kamau, a resident.

The vice is prevalent in Kirinyaga central, Ndia West and Mwea West sub-counties. The liquor is even sold to students.

The residents said development had slowed down because villagers spend most of their time drinking instead of working.

- a) Using the inverted pyramid conventions, rewrite the above story correcting all the possible errors committed by the reporter (25marks)
 - b) Provide an appropriate headline for the story (5marks)
2. Explain the roles of the persons found in the editorial department of newspaper organizations (20marks)
 3. a) Describe the editing process (15marks)
c) Why is editing necessary? (5marks)
 4. Describe various types of headlines according to arrangement (20marks)
Explain the circumstances under which news story can be re-written (20marks)