



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

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

**CITY CAMPUS**

**ACJM 0019: SPECIALIZED WRITING**

**Date:** 18<sup>th</sup> April, 2016

**Time:** 9.00 – 11.00 am

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**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions.

Kisumu Campus  
Certificate  
1<sup>st</sup> year 2<sup>nd</sup> Semester

**ACJM 0019: SPECIALIZED WRITING**

Answer Question ONE and any other TWO Questions. Duration: 2 hours

1. (a) Describe professional guidelines for writing editorials. (20 Marks)  
(b) Explain five qualities of a specialized writer. (10 Marks)
2. (a) What is the process of planning an investigative story? (10 Marks)  
(b) With examples, explain obstacles to the practice of investigative journalism in Kenya. (10 Marks)
3. (a) Explain any five tips you would use to ensure you write a good crime story. (10 Marks)  
(b) Discuss the relevance of propaganda to editorial writing. (10 Marks)
4. (a) Describe the ingredients of a good imaginative story. (10 Marks)  
(b) Illustrate various ways of writing intro in imaginative stories to capture the readers' attention. (10 Marks)
5. (a) As a column writer, explain tips relevant in column writing. (10 Marks)  
(b) With examples, explain the meaning of the following.
  - i. Round-ups (5 Marks)
  - ii. Follow-ups (5 Marks)