



MASEÑO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

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

CITY CAMPUS

ACJM 0016: FEATURE WRITING

Date: 22nd April, 2016

Time: 9.00 – 11.00 am

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

ACJM 0016: FEATURE WRITING

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

1. Write a feature of between 400-600 words based on one of the current social problems in Kenya. (30 Marks)
2. (a) Explain various types of feature stories. (10 Marks)
(b) Describe qualities of a good feature writer. (10Marks)
3. (a) Describe pitfalls to avoid in feature writing. (10 Marks)
(b) With examples, explain five functions of feature stories. (10 Marks)
4. (a) Explain the distinction between feature sidebar and feature serial stories. (10 Marks)
(b) Write brief notes on the following.
 - i. Feature leads (5 Marks)
 - ii. Angling feature stories (5 Marks)
5. (a) Show five differences between features and straight news stories. (10 Marks)
(b) Describe values that can make a feature story newsworthy. (10 Marks)