



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE CERTIFICATE IN COMMUNICATION AND MEDIA
(CITY CAMPUS)

ACJM 0012: NEWS WRITING

Date: 15th July, 2013

Time: 2.00 – 4.00 p.m.

INSTRUCTIONS

- ◆ Answer question **ONE** and any other **TWO** questions

Year 1 Semester 1
CERTIFICATE
ACJM 0012: NEWS WRITING

Instructions

Answer question one and any other two questions .

Duration: 2 Hours

1. a) What is news? (2Mks)
b) How would you determine news as a news reporter? (8Mks)
c) Write an intro/lead from the following incidences; (20Mks)
 - i. The opening of Kisumu International Airport today at 9 a.m. by President Uhuru Kenyatta
 - ii. A fatal road accident along Kisumu/Busia road, 5 people dead, three from the same family; a mother and two children; a boy and a girl, involved a lorry and a bus, head on collision, at 3 a.m. today
 - iii. A robbery at Equity Bank Kisumu, along Oginga Odinga Street, one robber shot dead, 50 million Kenya shillings stolen, a security guard injured, happened yesterday night.
 - iv. Today afternoon a 27 year old man was imprisoned for 30 years with hard labour for defiling his 80 year old grandmother, he was charged at Kisumu law courts.
 - v. Mutula Kilonzo dead, found dead in his ranch house this morning at Mbooni, he was the Senator of Makueni, cause of death not known, police claim he died in mysterious circumstances.

2. Explain ten types of interviews. (20Mks)

3. Outline the different categories of journalism. (20Mks)

4. a) What are the characteristics of a Lead/intro? (8Mks)
b) Explain the six basic questions a reporter always seeks to answer in news writing. (20Mks)

5. You have been assigned to interview a dignitary for a news story, explain your preparations and how you will carry out the interview? (20Mks)