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MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF ARTS IN COMMUNICATION AND MEDIA (CITY CAMPUS)

ACM 814: NEWS AND EDITORIAL WRITING

Date: 30th July, 2013

Time: 2.00 – 5.00 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

ACM 814: NEWS AND EDITORIAL WRITING

MAY – AUGUST 2013 EXAMS

[CITY CAMPUS]

INSTRUCTIONS: ANSWER THREE QUESTIONS IN TOTAL INCLUDING QUESTION NO. 1

1. (a). Using a suitable lead, journalistically write an obituary of a supposedly dead lady.

The size should be not more than two pages.

- Name is Jane Mano
- Age 68 years old
- She is the wife to ~~the late~~ Geoffrey Mugambi
- She worked as a clerk of the national assembly, went back to school and graduated with Masters in Education (Administration), taught in many schools, became headmistress of the famous St. Ann's Secondary School, became PS to the Ministry of Education.
- She retired to business where she miserably failed after five years.
- Date of death Friday August 4, 2002.
- Time and burial on August 12, 2002
- Survivors - two boys aged 25 and 20 and a girl who has just turned 18 years of age.
- She died suddenly of an apparent heart attack. (20 marks)

(b). Re-write the following statements in immediate identification intro

- i. A Mombasa Port union leader yesterday condemned politicians who try to interfere in labour disputes.

Mr Mugo Ochieng, president of the Mombasa Port Workers' Union, said... (5 marks)

- ii. Minister for Forests, Dr Noah Wekesa, announced that a special meeting of the National Executive Council held yesterday to consider various submissions by different companies for the development of the Timboroa timber area, had decided that two overseas companies would be invited individually to negotiate terms for an agreement to develop the resource. (5 marks)

2. Explain how you would build strength and interest in the middle of your story. (20 marks)

3. Discuss four practical things you need to do to establish a rapport with a source you are about to interview. (20 marks)

4. In recent years in Kenya, a Mr. Baraza was reported having attempted to milk an elephant, people of North Eastern Kenya fighting with monkeys over water as a scarce commodity there and the lioness adopting more than one Orix. These issues made big news both nationally and internationally.

Pegging your explanation on the relevant news values, explain why these 'simple' incidents got such wide coverage by the media. (20 marks)

5. Suppose in the recent insurgency by Al-Shabaab in North Eastern Kenya a spokesman for the internal security ministry tells you the police were fired upon by insurgents in the village, resulting in severe injuries to one police officer. A police officer from the village confirms the story.

- a. Why would you accept or not accept the information as a fact beforehand? (4 Marks)

- b. Explain the steps you would take in an attempt to get to the bottom of this information. (16 Marks]