



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN COMMUNICATION & MASS MEDIA
(CITY CAMPUS)

ADJM 0102: NEWS WRITING

Date: 17th July, 2013

Time: 2.00 – 4.00 p.m.

ADJM0102: NEWS WRITING

Question **one** is compulsory plus any other **two questions**.

1. What advice would you give to a journalist on conducting an interview with a national politician? (30MKS)
2. State and explain at least five elements a journalist would use to determine the newsworthiness of a story (20mks)
3. Write notes to explain the following on news language (20mks)
 - a) Style
 - b) Quotation
 - c) Attribution
4. a) Explain the roles of a news editor (10mks)
 - b) Identify and explain what happens at the editorial conference. (10mks)
5. State and explain the structures that journalists often use in news writing (20mks)
6. The lead summarizes the facts of a news story in order of most news worthy. Clearly explain giving examples of the following leads.(20mks)
 - News lead
 - Quote lead
 - Descriptive lead
 - Hidden or delayed lead