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MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY (CITY CAMPUS)

ADJM 0109: SPECIALIZED WRITING

Date: 15th July, 2013

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions.



ADJM 0109: SPECIALIZED WRITING

INSTRUCTION: ANSWER THREE QUESTIONS INCLUDING QUESTION 1.

DURATION: 2 HOURS

1. a) Define the term *specialized writing* as used in mass media. (2 marks)
 - b) With examples, explain FOUR importance of specialized writing. (8 marks)
 - c) Explain five sources of a specialized writing. (10 marks)
 - d) Describe FIVE challenges by specialized writers in Kenya. (10 marks)
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2. Explain the problems faced by investigative journalist and how to overcome them. (20 marks)
 3. Crime reporters face a number of ethical problems when doing their job. Discuss. (20 marks)
 4. What is an editorial? With examples describe any FIVE type's editorial. (20 marks)
 5. Discuss the qualities of an investigative journalist. (20 marks)